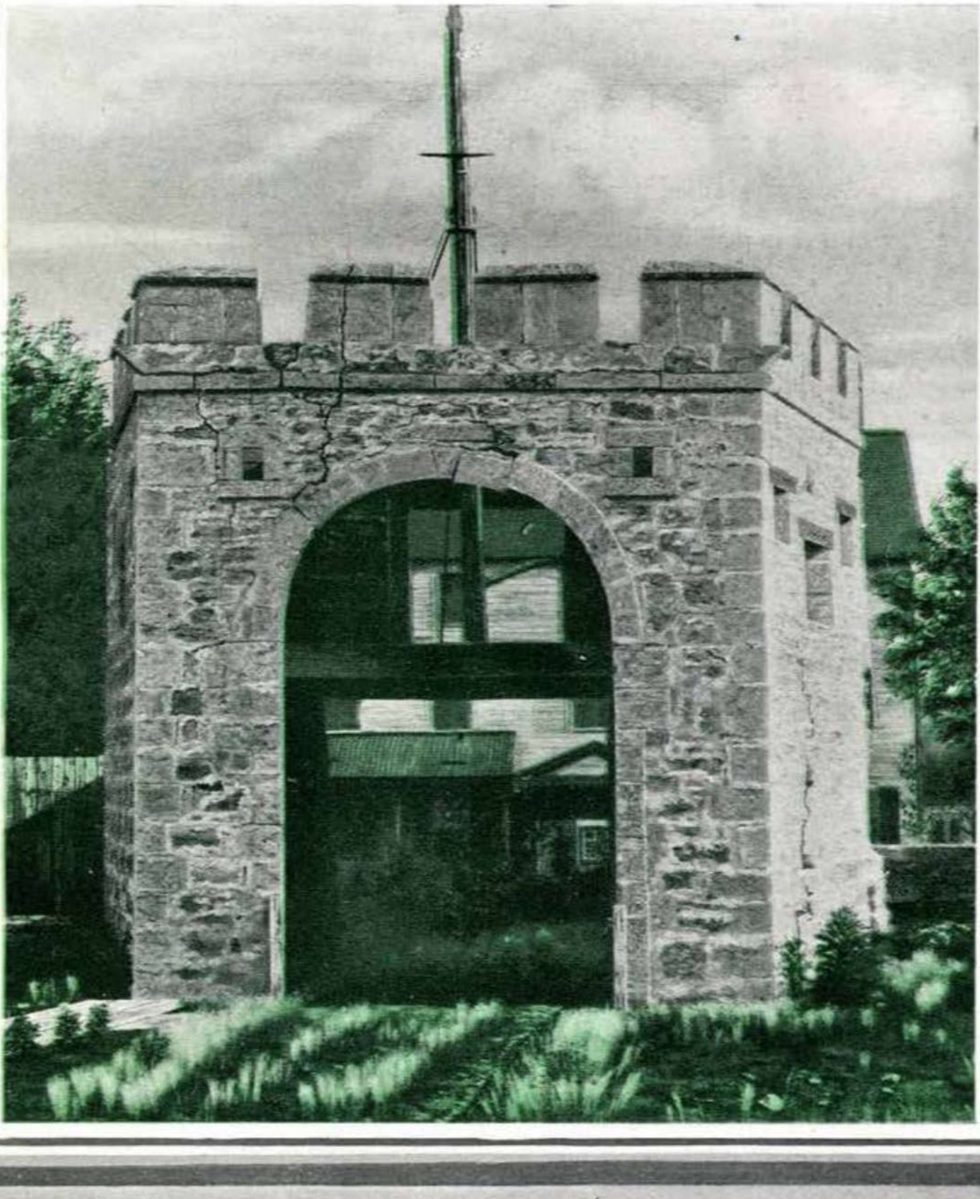
The Beaver

No. 4 OUTFIT 262 MAR. 1932



Hudson's Bay Company

INCORPORATED 2ND MAY 1670

OUR CODE OF SERVICE

1. The principle that underlies courteous treatment of others is simply that of doing unto others as you would they should do unto you.

2. In a highly complex and technical business such as this there are many things that you, with your training and daily experience, understand with perfect familiarity, but which the public do not understand; therefore do not assume that the public should comprehend them without asking questions, but when enquiry is made of you give the courtesy of a reply just as full and clear as you can make it, and without any suggestion of superiority born of a greater knowledge.

3. Words are only one means of expression, and manner is quite as important: therefore, remember that a kindly and gracious manner is not only the sign and mark of a self-respecting man, but is to your words what oil is to machinery in making them more effective in their purpose.

4. True courtesy is no respecter of persons. It remembers that "a man's a man for a' that," and gives the civil word and helping hand quite as readily to the ill-clad patron as to one of our most influential customers.

5. Courtesy is not only something the public have a right to expect of you, but it pays. It pays in the friends it makes you personally and as a representative of the Store. It pays in minimizing the friction of your life as well as that between this Store and its patrons.

Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

The Beaver

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The HBC Packet

THE Governor and Committee have announced that Sir George Ernest May, Bart., has been appointed Deputy Governor of the Company to succeed Sir Frederick Richmond, Bart., who has resigned. Sir George May was for forty-four years connected with the Prudential Insurance Company of England, one of the largest institutions of its kind in the world, and for many years was secretary of this company, which is the chief executive position in insurance companies in England, and he therefore held one of the most important positions in the insurance world. He is a director of the British Overseas Bank Limited, British and Foreign Utilities Development Corporation Limited, Sudan Light and Power Company Limited, *et cetera*.

He has served on many government committees, both during and since the War, his most important appointment being the chairmanship of the Economy Committee of Great Britain appointed by the late Labour ministry.

The report of this committee, of which our Governor, Mr. P. Ashley Cooper, was also a member, now known as the "May Report," achieved the distinction of informing the people of England in simple and understandable language of the serious situation of the country, and was the prime cause in the political crisis in England last year which resulted in the general election and the subsequent overwhelming victory of the National Government at the polls.

Both the shareholders and "the service" are fortunate in having Mr. P. Ashley Cooper and Sir George May as Governor and Deputy Governor, respectively, of our great Company, and we hope we may look forward to welcoming Sir George May in Canada at a not too distant date.

* * * * *

By the formation of the new National Government in Great Britain, the Company has lost one of its directors through the appointment of the Right Honourable Sir Edward Hilton Young as Minister of Health, no cabinet minister in England being permitted to retain a seat on the board of any public company.

Sir Edward Young was co-opted to the Board after the Extraordinary General Court of Proprietors held on the 16th January, 1931. It was hoped that he would visit Canada shortly after this appointment, but, owing to the unsettled political situation at the time, he was unable to do so. We very much regret we did not have the pleasure of making his personal acquaintance.

* * * * *

A conference of the managers of our six large stores was held in Calgary on 28th and 29th December for the purpose of discussing plans for 1932. In addition to the managers, there were present: Mr. George W. Allan, K.C., member of the London Board and chairman of the Canadian Committee; Messrs. R. J. Gourley and C. S. Riley, members of the Canadian Committee; Mr. P. A. Chester, general manager, and Mr. Thomas Hargreaves, assistant to the general manager department stores.

The travelling representatives of the Hudson's Bay Company Land Department met in conference at Hudson's Bay House, Winnipeg, on 4th, 5th and 6th January, when the duties, activities and present day difficulties of the various districts were fully gone into.

Mr. Joslyn, manager, presided over the conference. Mr. J. J. Milne, of Messrs. Allan, Patton, McInnes & Milne, gave an enlightening address on "Legal Aspects of Collections on Farm Land Contracts."

A luncheon was held in the Hudson's Bay Company retail store dining room at noon on 6th January, at which Mr. P. A. Chester (general manager), Mr. C. E. Joslyn and Colonel L. F. Pearce addressed the guests.

* * * * *

The S.S. *Baychimo*, well known supply ship of the Western Arctic district, has disappeared from human ken. During a three-day Arctic blizzard which entirely blotted her from view of her crew, who were living ashore in their small cabin half a mile distant, she was carried away by the ice. On the storm subsiding, Captain Cornwell concluded she had been crushed and sunk, but she was discovered by natives some forty-five miles to the nor'east, approximately fifteen miles from shore. She was then beyond human aid, and kept on drifting slowly until she disappeared altogether. Whether she has sunk or will sink, or will simply remain fast in the drifting polar pack for years to come may remain an Arctic mystery. The crew of the *Baychimo*, who stood by in the Arctic, have now all been safely returned to civilization by plane to Fairbanks, thence rail and steamer to Vancouver.

* * * * *

The new Junkers freight plane "JU-52," "flying boxcar," belonging to the Canadian Airways Limited, aroused a great deal of interest at the Stevenson Field near Winnipeg, prior to its taking off at 11 a.m. on 14th January for Cold Lake and other points north.

The JU-52

This huge plane stands twenty feet high and measures ninety-seven feet from wing tip to wing tip, and is sixty and a half feet long. It has a cabin twenty-one and a half feet long, five and a half feet wide and six feet ten inches high. Its equipment of compasses, gauges and indicators is most complete, with an instrument board that must be as much a delight to engineers as it is a bewilderment to the novice. It is intended to employ the Junker plane in carrying special supplies north, and in bringing out furs from the posts.

It is natural and fitting that our Company should be the first in Canada to undertake freighting in the North on so great a scale by this gigantic plane, the largest single-engined aircraft extant.

* * * * *

Our 1932 historical calendar has now been widely circulated. The subject this year is "Governor George Simpson welcomed by James Douglas at Fort St. James, B.C., on 17th September, 1828." Sixty-one thousand of these were printed and distributed among the Company's customers and friends, including eight thousand five hundred, one to each public school in Manitoba, Saskatchewan, Alberta and British Columbia.

This calendar is the twentieth of a series which commenced in 1913 with a small printing. The public demand has grown steadily year by year. The 1932 calendar has already been entirely distributed.

* * * * *

An exhibition of relics dating from the period of King Charles the Second was opened at 22 Grosvenor Place, London, S.W.1, by H. R. H. Princess Alice, Countess of Athlone, on January 28, 1932, in aid of the funds of the Young Women's Christian Association. The objects will remain on view until the middle of March.

The following exhibits have been loaned by the Governor and Committee of the Hudson's Bay Company:

Portrait of Prince Rupert, attributed to Sir Anthony Van Dyck.

Portrait of King Charles the Second, by Sir Peter Lely.

Portrait of King James the Second (when Duke of York), by Jacob Huysmans.

Book of assignments of stock, 1673-1690. Contains signatures of Sir Christopher Wren; Henry, Earl of Arlington; Anthony, Earl of Shaftesbury; Sir Robert Clayton, and of other celebrities of the age.

Letter from Samuel Pepys to the Lords of the Admiralty dated January 17, 1673-1674. Mentions the *Eaglet* and *Nonsuch*, the two ships which sailed for Hudson Bay in 1668.

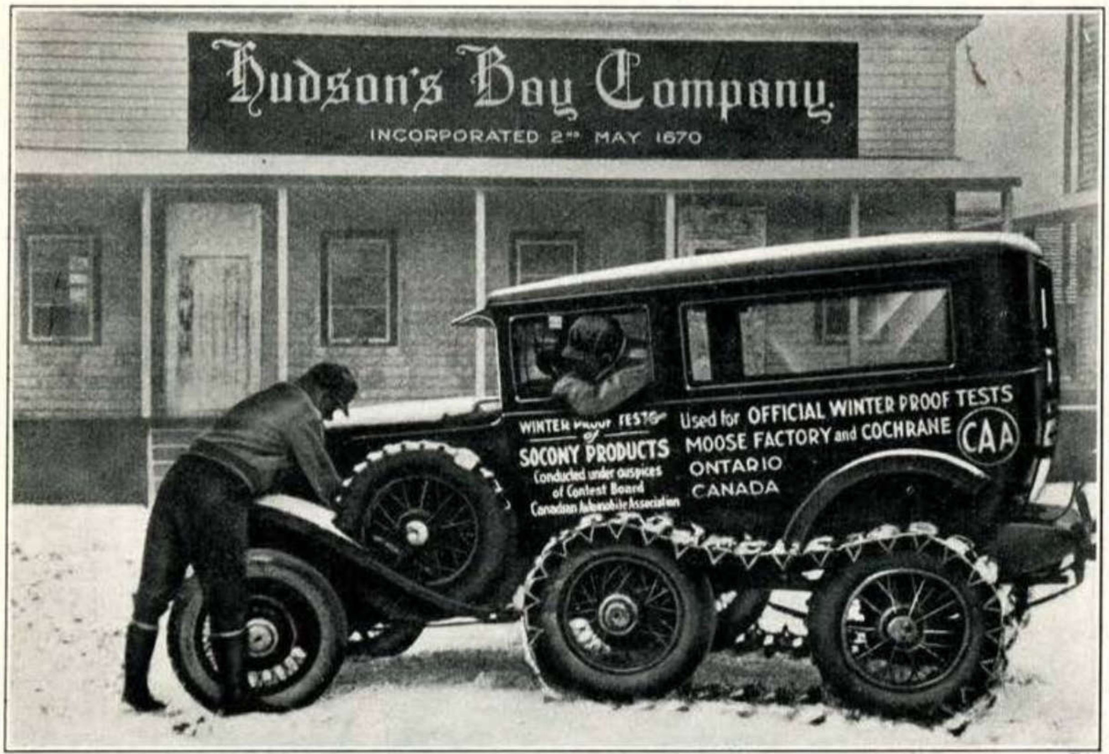
Journal of Pierre Esprit Radisson, 1682-1683.

Minute book, October 1671-July 1674. Gives account of first fur sale held by Hudson's Bay Company at Garraway's Coffee House.

Original charter of King Charles the Second incorporating the Hudson's Bay Company, dated 2nd May, 1670 (22 Chas. II).

Among other items of interest are five pictures loaned by His Majesty King George from the galleries at Hampton Court, portraits of the five ministers who formed the notorious "Cabal," first editions of Dryden, D'Urfey and Aphra Benn, and a number of clocks and watches made during the reign of King Charles the Second by famous craftsmen. "The Merry Monarch" was much interested in the work of clock makers.

Over eight hundred objects are on exhibition, illustrating various phases of artistic, scientific and literary activity of the reign of King Charles the Second, who granted the Royal Charter to the Hudson's Bay Company.


Hudson's Bay Company.
INCORPORATED 2ND MAY 1670
WINTER PROOF TESTS of
SOCONY PRODUCTS
Conducted under auspices of Contest Board Canadian Automobile Association
Used for OFFICIAL WINTER PROOF TESTS
MOOSE FACTORY and COCHRANE
ONTARIO
CANADA
CAA

In November last, an interesting "expedition," consisting of two automobiles and a party of automobile engineers, was sent north to Moose Factory by the Standard Oil Company of New York, Incorporated, for the purpose of testing their Socony gas and oil products under severe winter conditions. They reached Moose Factory in safety, after having had to complete the last part of the journey over the new single track railway to the end of steel. The remaining three miles to Moose Factory were negotiated over temporary roads to the river, thence down a fifty-foot embankment and across to the island on an ancient trawl. The arrival of the autos at Moose created tremendous interest among the residents and the natives. We understand their gas and oil tests were entirely successful.

A letter has since been received from the Standard Oil Company announcing the safe return of the party to New York, and expressing deep appreciation of the splendid services rendered by the Company and our men at Moose Factory.

A strong advertising campaign has followed these Socony gas and oil tests, using photographs of the cars, with their snow tractors and other winter equipment, in front of our trading post at Moose Factory, in which the Company's name in our characteristic lettering is prominently featured.

* * *

"The men who try to do something and fail are infinitely better than those who try to do nothing and succeed."—*Lloyd Jones.*

Three Moose

By CAPTAIN THIERRY MALLET
Revillon Freres

"LISTEN to that one! Can't he roar? Ugly customer, I bet!" We were lying in our tent, ready to sleep. Our camp was pitched on the banks of the Churchill river, close to Ile a la Crosse lake, and it was already late in the fall. The night was perfectly calm and the hoarse challenge of the mating bull moose rang out again and again, in the pitch darkness, a few hundred yards from where we were. Between calls, we could plainly hear the clash of his antlers against the trunks of the trees, as he lashed at them in his rage, tearing the bark and smashing the branches within his reach.

My travelling companion, who, although hailing from far down south in the States, had been a trapper for years in this northern country, was soon asleep. To him, the call of the moose was just a noise which one had to put up with in a certain season, just like the exasperating whining and howling of sleigh dogs tied to the pickets in winter time. To his mind, the animal we had just heard was just so much meat on the foot, and, as he much preferred to eat a young barren cow, especially at that time of the year, whatever the game laws had to say about it, he had promptly dismissed the subject from his mind, and, rolling himself in his rabbit-skin robe, had started to snore peacefully.

All night long, each time I woke, I heard the bull moose thrashing and calling through the silent forest.

A few days later, I went out alone with an Indian to try my luck at getting a good head. We paddled down stream for a few miles. The mighty Churchill river rolled her swift gray waters between a range of high bluffs covered with poplars and birches, with a few spruce trees scattered among them. While the latter kept their everlasting shade of dark green, the leaves of the others had turned to gold and were already falling, scattering in little clouds at each strong gust of wind. On the river banks, the thick willow bushes swarmed with blackbirds of all species, congregating there in a chattering countless multitude before migrating south. Ungainly squawking bitterns and swift silent teals flew up from among the roots, while the sky was black with ducks of all kinds, flying in all directions, as if preparing for their long, long flight to warmer climes.

The sun was hidden by low gray clouds, and there was a touch of snow in the air. One felt, instinctively, that winter was very near.

After awhile, we left the river and entered a large creek between two steep, muddy banks, and paddled our way up stream, slowly, silently, listening and looking for tracks. "There were no signs," as the Crees say. A few muskrat tracks here and there, and, at one spot, the fresh cuttings of a beaver.

We decided to leave the creek and portage over, through the bush, to a series of small inland lakes which we knew. It was just past noon when we got there, and we stopped to "make fire." Half an hour later we suddenly heard distinctly the challenging call of a bull moose. It came from the opposite side of the lake, and sounded a mile or so off from where we were.

NELSON WHITE

We crossed the lake, paddling swiftly; then, leaving the canoe, we made our way through the bush towards the sound, for during that time we had heard the call again several times.

At first, the bush was very thick. Willow trees, scattered among the spruce, barred our way, while we had to struggle through a great number of dead trees with branches stretching stiffly in all directions. But little by little the bush thinned down, and after awhile we came to a clearing, an old burned area, where we could see for several hundred yards ahead of us. Whatever wind there was blew softly in our faces, and we crept low, using the small clumps of young trees, one by one, as a screen.

Then the call came again, a succession of grunts ending in a shattering roar, which sounded very close. Peering over the bush, we saw the moose, standing sideways to us, barely one hundred yards away. Head erect, enormous, his antlers branching off in a wide sweep, he was motionless, looking intently past us to our left. Suddenly, just at that moment a second bull moose appeared at the edge of the clearing. Both animals faced one another like statues.

I forgot the purpose of my coming. I forgot the rifle in my hand. So did my Indian for that matter. We remained there huddled near the ground, watching intently.

After a pause of a few seconds, both moose called once, then the newcomer slowly advanced, while the first one remained standing, proudly facing his foe. There wasn't then a sound to be heard, except the swishing of the grass and the crackling of the twigs under the moving animal's hoofs, and now and then a low savage snort from both. Little by little, the distance grew less. We held our breath, and I felt the suspense like a dull pain, which seemed to last for hours.

When hardly ten feet separated them, the advancing bull stopped. There was another pause of a second or two; then, simultaneously, as if leaping at a given signal, the two animals hurled themselves at each other, and their heads met with a crash that must have been heard for several miles.

Both were in their prime, exactly of the same size and weight, although the one whose call we heard first must have been the older by a year.

Antlers interlocked, the hair on their necks bristling, their eyes bloodshot with rage, they strained with all their might, one against the other, without attempting another move. Now and then one of them would fall back a step or two, but recovered himself immediately. And the tide of battle swung evenly between them for a long, long time.

During that period, they snorted continuously, while their hoofs mowed down the bushes and dug up the earth until every trace of green had disappeared and their battlefield looked like a patch of freshly ploughed ground.

After awhile, as if by mutual consent, they stopped for a fraction of a second. Then the older bull, disentangling his antlers with one swift movement of his head, side-stepped and lunged, tearing at the other's open flank, while he struck at his shoulder with his right front hoof. Instantly a long streak of blood appeared on the wounded animal's side, but the new move was countered by a similar thrust of his own antlers which went home with a tearing thud.

Both Animals Faced Each Other Like Statues

From then on they fought at a distance. Unable to force each other down by sheer brute strength and weight, they resorted to finer and deadlier methods, and round and round they went, lunging, hacking, slashing with antlers and front hoofs.

In an incredibly short time, their tongues were lolling out and their breath hung round them like a cloud, their bodies blackened with sweat and reddened with gore.

On and on they went without a pause, foaming at the mouth, grunting with rage, apparently heedless to pain and exhaustion. How long this stage of the battle would have lasted no one could say, when suddenly, at the edge of the clearing in front of us, a third moose appeared. Although three years old and quite large, he was dwarfed in size and weight by the two giants fighting to the death in front of him.

The newcomer stopped an instant, taking in the scene; then, lifting his head high, he sent out his call. After that, grunting threateningly, he approached the two others at a trot. When he got within a few yards of them, the two old warriors saw him. With one accord, they stopped fighting and, swerving to one side, hurled themselves head down at the new foe. Taken by surprise and crushed by the enormous weight of the two infuriated animals, the young moose fell back on his haunches, then, rolling to one side, crashed to the ground. Then the slaughter began. With hoofs and antlers, the two old moose kept their smaller rival down. Tearing and slashing with their antlers, they cut him to shreds, prodding him through and through, lifting him a foot or so from the ground, then hurling him down again to stamp over him with hacking hoofs. In a few minutes the poor animal was dead, but the two others kept on, until, piece by piece, they had ripped and kicked the body to a shapeless mass of hide, flesh and bone. Then, and then only, did they stop. Drenched in gore from head to foot, they looked like two incarnate fiends of a prehistoric age.

But the lust for blood was not yet dead in them. As soon as they saw each other, they plunged at one another instantly and their battle started again, raging up and down the clearing, as if forever. Nevertheless, animal strength has its limit. In a little while, one of the moose began to show signs of exhaustion. It was the one who had dared to answer the challenge of the first one, standing alone in the clearing.

Once he fell on one knee, then on both, though each time he rose, charging gallantly to give himself a little breathing room. But there was no doubt that the tide of battle was slowly turning against him. It was now only a question of time before his antagonist would have him on the ground at his feet. His only hope lay in the fact that the other moose, bleeding from countless wounds, was also weakening fast. But there was no pause in the struggle. If the strength of their bodies was withering at last under the terrific strain of the battle, their fighting hearts showed no signs of surrendering. Neither foe gave ground willingly. Neither attempted to stop a second for rest. By this time they had gone back to their former style of fighting. Antlers interlocked, they struggled, bitterly striving to wrestle or force the other down to the ground.

Tottering on their legs, they stumbled and lurched, tracing wide circles on the blood sodden battlefield. Once, both fell on their knees and remained there, still straining, but with a mighty effort they finally rose again. Finally, the younger animal seemed to shudder. Both his front legs straightened out and spread apart, while his head, little by little, was pressed down until his nose touched the earth. Then, for one second he made a last dying effort to rise. Unable to lift the crushing weight bearing down on him, he threw his head to the left. Something snapped, and his body rolled over on one side; while the other moose, his antlers suddenly free, lurched forward and fell on his knees over him.

The battle was over. Slowly the big moose rose, backed and plunged his antlers for the last time in the flank of his foe lying stretched before him. But the fallen warrior lay still. He had died a few seconds before, when he was still on his feet fighting.

The victor lifted his head and looked around. Then he called out once, savagely, blood spurting from his mouth. In a few seconds he started walking away, reeling, stopping every two or three steps, his legs bending under the weight of his body, until he reached a little mound, where he made his last stand. His head was hanging down, and we could plainly hear his blood dripping on the dead leaves.

In the end, he turned round to face his fallen foe. Twice his head went up, but the call never came. Little by little, his legs sagged and he fell on his knees. There he remained for a little time. After that, shaking his head, he rose once more to his full height. Then, with a groan, he crashed to one side, stone dead.

And a little blue jay flew over from the edge of the clearing. It perched itself on a bush close by, looking down inquisitively at the mighty warrior lying motionless under the gray northern sky.

* * *

"Some people are so painfully good that they would rather be right than be pleasant."—*L. C. Ball.*

"The world is a looking-glass, and gives back to every man the reflection of his own face. Frown at it, and it in turn will look sourly upon you; laugh at it and with it, and it is a jolly, kind companion."—*William Makepeace Thackeray.*

David Douglas, Botanist

By ROBERT WATSON

INSERTED in the front wall of the famous Kawaiahao coral church, Honolulu, is a tablet to the memory of David Douglas, the famous Scottish botanist and naturalist after whom the Douglas fir is named. David Douglas made a tour of Canada, visiting many Hudson's Bay Company posts, and then travelled on to the Sandwich Islands. He met a tragic death on the island of Hawaii, being found in a cattle pit or trap, gored to death, having evidently fallen in while the pit was occupied by an infuriated animal.

The remains of Douglas were brought back to Honolulu and now rest in the old Kawaiahao church graveyard, but the grave itself is now unknown and unmarked. The tablet, a photograph of which we reproduce, was sent to Honolulu from Scotland. It is now badly weather-beaten, the Latin inscription on same being almost indecipherable. It reads: "Hic Jacet, D. David Douglas, Scotia, annon, 1799, natus; Qui Indefessus viator, A Londinensi Regia Societate Horticulturali missus, In Havaii saltibus, Die 12a Julii, A.D., 1834, Victima sceintiae Interiit 'Sunt lachrymae rerum et mentem mortalia tangunt.' —*Virgil.*" This may be translated as follows: "Here lies Master David Douglas, born in Scotland in 1799, who, being an indefatigable traveller, was sent out by the Royal Horticultural Society of London, and fell a victim to science in the wilds of Hawaii on the 12th day of July, 1834. 'Tears are due to wretchedness, and mortal woes touch the heart.'—*Virgil.*"

A new tablet from Scotland was erected in 1929, having been obtained through the efforts of W. H. Baird, British vice-consul, who took a personal interest in the preservation of Douglas' name throughout the world, and a definite interest in preserving the original stone, which it is understood will be faced in glass.

The tomb of King Lunalilo stands in the churchyard to the right and in front of the fine coral structure, Lunalilo having expressed the wish when dying that he be buried in the Kawaiahao tomb instead of in the royal mausoleum in Nuuanu valley.

The word Kawaiahao means "iron and water." The walls of this famous church are built of coral blocks, hewn from the reef near the harbour entrance, and by volunteer labour, the male members of the congregation having joined themselves into five bands and worked one day a week until the labour of love was completed. It took six years to build the church, which was formally dedicated in 1842. The present structure is the fifth, all previous ones having been grass houses.

Leadership

By R. C. SCIBIRD

Hudson's Bay Company, Vancouver

LEADERSHIP has been defined as that force which guides or directs the actions of individuals, enterprises or states, by counsel, advice and influence. A leader is often pictured as strong-willed, a dictator, one who is to be feared, and who directs the efforts of others by the use of one major qualification, Power. The ideal leader, however, is one who, in directing a business such as a department store, acts as a counsellor, adviser and co-worker.

There are two types of individuals, those who can be led and those who consider themselves beyond the need of counsel, advice or leadership. The first group, given proper qualifications and training, constitute the more ideal type for future leaders. A man who imagines himself too big to be led is in reality too small to be entrusted with the leadership of others. Those who would be leaders must first learn the principle of discipline and apply it to themselves. They must have a full appreciation of the wisdom of modesty. A remarkable man is one who does a remarkable thing and forgets it.

Let us therefore picture a leader as one who possesses to a major degree most of the following qualifications:

First, he must possess initiative in a more than usual degree, for it is through his ability to originate ideas, to analyze their practicability, to visualize their application, to plan their operation and put them into practice, that the wheels of his organization are set in motion. We see many instances of individuals fully conversant with the conditions and problems before them but apparently without the initiative necessary to enable them to take the lead.

Second, the leader must have a full knowledge of his chosen line of business if he is to inspire the confidence of his followers. Without this he cannot discuss their problems, intelligently direct their efforts, and advise with them or decide upon the proper action.

Third, he must be a thinker if he is to make the plans for successful merchandising. He must plan carefully to have the right merchandise in the right assortments and at the right time. He must give much thought to his advertising and selling plans. He must think of all the details of service necessary for the comfort and convenience of his customers.

Fourth, he must possess the ability to understand human motives if he is to truly interpret the actions and mental reactions of each member of his organization. He must be able to discover and strengthen those who are weak and at the same time utilize to the fullest extent the strong qualities which each possesses. It is certainly not a new thought that no two personalities are alike. It is the ability to recognize the characteristics of each and co-ordinate the efforts of the various types within his organization that marks the leader.

He must be *big*. By that I mean that he must not fear for his position of leadership, but instead he must teach the members of his organization and encourage them to acquire a proper knowledge of the business. He should strengthen his assistants so that they are just as capable as himself. No man ever loses his position because he develops a strong assistant. There is still plenty of room at the top without pushing anyone off. Business is badly in need of good men and women who can fill higher positions, and leaders must develop people for them. Therefore, the leader should not try to do everything himself. He should delegate responsibility to the members of his organization. There is no stronger urge to do well than responsibility. This will relieve the leader of much detail and will leave his mind more free to think and to plan his business far in advance. It has been said that a good leader and executive lives in the world of tomorrow. He is thinking and planning what to do next week, next month, next year. His business of today goes on successfully because he has planned ahead.

Now let us consider the qualifications of the individual leader in an organization. No matter what positions we occupy, we are either consciously or unconsciously leading others. People are inspired to greater accomplishment by the actions of those about them. Pride in achievement urges them to equal or excel the standard set by others. So we are all leaders, and the very fact that we can succeed in doing a job better makes us eligible for promotion and further responsibilities as leaders.

Let us take as an example one type of leader with which most of us are familiar—the buyer. The first qualifications of the buyer-leader are experience and knowledge of merchandise. It naturally follows that a buyer must know a good deal about the quality and style of the merchandise which he buys. He must be a merchant, which means that his judgment of "how and what to buy" must be right most of the time. He must buy the right quantities and be able to dispose of them quickly at a profit to the Company.

A buyer must have an intimate knowledge of where to find the most suitable types of merchandise in the market. This knowledge eliminates much of the guesswork as to whether or not he has the best values and styles which the market affords. It also saves an enormous amount of time which otherwise would have to be spent in looking through many suppliers' offerings.

The buyer-leader must next have imagination and initiative. As previously stated, all leaders must have initiative. A buyer, particularly, must have the courage of his convictions and the ability to make decisions in merchandising problems. Imagination fits in nicely with the buyer-leader qualifications. It is apparent that a large percentage of buyers seem to possess very little imagination concerning merchandising problems and sale promotions. They appear to consider their jobs well done when the goods have been bought and put into stock. There are other buyers, however, who have a well developed sense of imagination. They give scope to its expression as reflected in unusual department displays, sale promotion ideas and highly efficient sales staffs.

Another very necessary qualification of the buyer-leader is fair mindedness. It is not necessary to enlarge upon this point, for what buyer will admit that he is other than fair minded at all times? Let it suffice to say that the buyer should often pause to make sure that his mental attitude towards all his problems, whether personal or not, is always fair from every viewpoint.

The buyer-leader should be a teacher. He is the most authentic and often the only source of this information for the staff. He should impart every bit of available knowledge about the merchandise, about the store systems, and about the store policies, to his organization. When he returns from the market he should hold departmental meetings at which he outlines all the interesting facts about the new merchandise which he has bought. He should teach his staff the technicalities of the different lines they sell.

Co-operation is another very important requirement, that willingness to give as well as to take, that "whole store viewpoint," that "pull together" spirit without which no organization can advance. Realizing this, the buyer-leader takes a broad view of things; he is interested in the success of other departments and of the store as a whole.

But leadership is not confined to individuals. Institutions aspire to and attain positions of leadership in their respective fields, not only in their own immediate communities but sometimes gain world-wide reputations.

Let us briefly consider a few of the qualifications of institutional leadership. It should be the aim of every business institution to attain a position of leadership in its chosen field. An institution can and will reflect to the public only the personality of the individuals who direct its action. Its success and the degree of leadership it attains can be measured strictly in terms of the efficiency, character, integrity, ability and personality of the members of the entire staff who direct and execute its charted course. Therefore, it is important that each member of the organization shall display those qualities of leadership which, when combined with all the others, shall give that institution the highest possible standing.

An institution should maintain a high standard of service. This includes not only the selection of the goods which it has to sell and the time when it offers them, but there must also be a sincere desire apparent in every contact with its customers to give them prompt, willing, courteous and helpful service. The customers' best interests should be studied and no short-sighted policy high pressure selling of articles unsuited to their needs should be adopted. It is the store which can give the best and most helpful service to its customers which, other conditions being equal, will eventually occupy the position of leadership in its community.

A store should be friendly. That spirit of co-operation and friendliness among its entire personnel which creates a happy feeling of goodwill towards one another and towards the institution is essential if that institution is to attain a permanent position of leadership. This feeling is reflected in all its dealing with its customers. They notice it, comment favourably upon it, and are pleased and attracted by it. It is contagious and becomes reflected in the attitude of the customers towards the institution. It is one of the most powerful means at our disposal for attaining leadership in our chosen field of distribution.

And, in conclusion, let me say that today, as never before, the world needs leadership, particularly in the field of distribution. Within a comparatively short time there must be devised and applied new and more efficient methods of distribution. I urge you therefore to study as you have never studied before, to apply yourselves as you have never done before, so that you may attain to more prominent positions of leadership, so that this institution of which we are a part, and of which we are so justly proud, will hold its rightful place among the leaders of the world in the retail field.

Economy

"Let us eat and drink" aptly expresses the broad attitude of mind on this continent in the summer of 1929, but the ending of the quotation, "for tomorrow we shall die," was forgotten.

In the years gone by, the word "economy" was more often associated with economics and, consequently, beyond the knowledge of the average man, and was left to experts such as Sir Josiah Stamp. If an individual was considered economically inclined, he was dubbed mean and parsimonious, and many assumed he had miserly instincts. During the past twelve months, however, this word has taken on a different aspect—to be economical is to be fashionable. Let us hope, for our own good, the fashion won't change.

It is now recognized in business and in private life that if we wish to exist we must economize. If an individual is extravagant and lives beyond his means, sooner or later he crashes. The same obtains in every business, and unless we all practise economy, we may find ourselves out of employment, when we will be compelled to economize in real earnest.

One mistake we are apt to make is to consider that economy and depression necessarily go together, while on the contrary, depression is often caused through failure to recognize the need for economy. This has been borne out very forcibly by the debacle of the past two years.

During the past six months economy committees have been established in all the Company's branches, and it has been astonishing what economies have been made. But this having been accomplished, we must not rest on our oars and consider that our duty has been done. It has only begun.

In order to be economical, it is necessary to watch all things all the time and not some of the things some of the time. This applies not only to the economy committees, but to every single individual in the Company's service.

We have heard a great deal about people being air-minded; let us now try to make everyone in our Company economically minded, so that present experiences will teach us that in time of plenty it is just as necessary to be economical as it is in times of stress. We must cheerfully recognize that many necessities of yesterday are extravagances today.

"A creative economy is the fuel of magnificence."—*Emerson.*

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A. E. Dodman Retires

After thirty years of service in the stores department of the Company, A. E. Dodman has retired on pension, being succeeded at Kamloops by J. K. Hill. Mr. Dodman joined the Hudson's Bay Company as clerk in the Fort William store in 1901. He became manager at Kenora in 1909, manager at Lethbridge in 1911, Edmonton 1914, and Kamloops 1918; assistant merchandise superintendent at Winnipeg in 1921; resident buyer at Montreal 1923; and again manager at Lethbridge in 1928, and at Kamloops in 1930. Mr. Dodman carries with him in his retirement the good wishes of his many friends in the service.

The Book Adviser

By NORAH E. LUCAS
Hudson's Bay Company, Winnipeg

> *"Of all the diversions of life, there is none so proper to fill up its empty spaces as the reading of useful and entertaining authors."—Addison.*

BY collecting a library of well chosen books of your own, you will be laying up a store of satisfaction for the future. There is the interesting and enjoyable time you will have while reading your books, and a certain amount of enjoyment in watching your collection grow. Reading may do so much for us; it is a great character builder, bringing us into contact with the finest minds and thereby enabling us to acquire a higher set of values. Our perception of understanding is enlarged, and we gain a wider comprehension of tradition. In times of stress, trouble, sorrow, illness or loneliness, reading is a great comfort, a wonderful healer for the mind.

There are many reasons given by people who do not read—"I haven't time; I have so many other things to do." If these could only realize the opportunities they are missing! The opportunity to travel with the world's most famous globe-trotters and explorers, to feel the thrill of their most dangerous and exciting adventures; to follow the historian through any period or events of history, containing romance, bravery and tragedy; to read the biographies of noted and gifted men and women, many of which are an inspiration in themselves; to acquire in a comparatively short time, knowledge which great scientists, psychologists, philosophers and others have spent many years of sacrifice and study to obtain; to read the splendid prose and poetry in the literature that has been bequeathed to us; and, lastly, to be interested, intrigued, entertained and amused by the many excellent authors whose novels are offered to us today.

A question one is so often asked, "Is that a good book?" is sometimes a difficult one to answer. A good book must be based on human realities, and have true characterization. A book is very much what the mind of the reader makes it, and does not have the same effect on everyone. It is only books that are read with interest, and so with enjoyment, that do one good. Here are some notes on recent books of outstanding character:

Shadows on the Rock, by Willa Cather—The authoress has turned to Quebec for the scene of her latest book, and has chosen to represent the last days of the Count de Frontenac as they appeared to a child, showing the shadows of events as they fell on the Rock of Quebec. There is an indescribable charm in this beautifully written story, which lies in the idyllic or pathetic appeal of its drama.

The Story of San Michele, by Dr. Axel Munthe—This fascinating book might be termed biography, novel, history, drama and romance. It is a book of reminiscences, full of choice anecdotes from a doctor's varied career, and with gruesome stories, almost unbelievable, from his practice. This is a book which will hold the interest of its readers throughout.

Magnificent Obsession, by Lloyd C. Douglas—Although published in the United States in 1929, this rare and unusual novel was not well known in Canada till 1931. It is a tremendous story, with a charming love idyll interwoven. It has a strong medical interest, and a plot which makes one sacrifice some sleep to read this engrossing book. The spiritual theme running throughout makes one feel much better for the reading.

Finch's Fortune, by Mazo de la Roche—A continuation of the absorbing saga of the Whiteoaks of Jalna, that patriarchal Canadian family, which clings so picturesquely to its English traditions. This volume opens just before Finch's twenty-first birthday, when he will take possession of his inheritance.

The Road, by Warwick Deeping—A moving and human story of a warm, alive, younger generation which faces its problems with clear-eyed honesty, and of Mrs. Binnie, the woman whose unselfish motherhood gleams through every page. It is as good as *Sorrell and Son*.

The Great Physician, by Edith Gittings Reid—A biographical appreciation of Sir William Osler. A very human story of a Canadian youth who rose to be one of the greatest modern physicians.

Pay Office Howlers

The following are extracts from letters received during the War at the pay office from wives of soldiers regarding separation allowances:

"My husband has been away at the Crystal Palace and got for days and now have gone away to be a mind sweeper."

"In accordance with instructions with my ring paper, I have given birth to a daughter on the 1st of April."

"You have changed my little girl into a boy will it make any difference."

"My Bill has been in charge of a spitoon, will it make any difference."

"Unless I get my husband's pay at once I shall lead an immortal life."

"I received to letters I was ill with Happendesitus it will be useful now."

"I am glad to tell you that my husband has been reported dead."

"I am writing to tell you that my baby was born two months old when shall I get pay."—*D. Paterson, Berens River.*

Our Cover Picture

Our cover picture is reproduced from an oil painting of Fort Garry gateway, showing the Governor's residence and a portion of the north wall. The original is by Mr. Victor Long, who, in a letter dated June 17, 1928, states:

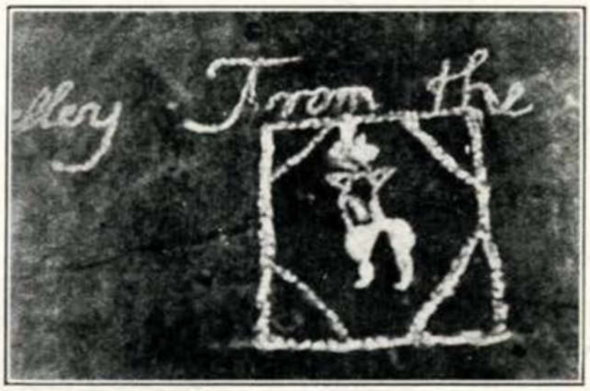
"I painted the picture in 1887, and to the best of my recollection it was painted from nature in rather minute detail. The Governor's residence, if my memory serves me right, was a wooden structure, painted white and with green shutters; the gate and walls were of stone masonry."

The original of this picture hangs on the wall of the hallway leading to the Fur Trade offices, Hudson's Bay House, Winnipeg.

John Kelley from the Isle of Wight

A BALLAD BY ANNIE CHARLOTTE DALTON

[*Chiselled on the rocks at Sloop's Cove, Fort Churchill, among other interesting things, is the rough picture of the hanging of a man named John Kelley, who was condemned to die in those strenuous times for stealing a salted goose. It is from this tale that this poem by Annie Charlotte Dalton, the well-known Canadian poet, resident in Vancouver, has recently been written. In the early days on Hudson Bay, food was scarce and was a matter of life and death to the men wintering there, so that the stealing of food was perhaps the most serious offence that a man could commit against his fellows, hence the severity of the punishment. Among the Eskimos today the stealing of food from a fellow Eskimo's winter cache is an unpardonable offence. This poem is from "The Neighing North" (Ryerson Press, Toronto.)—Editor.*]



Brave John Kelley from the Isle of Wight,
When you sailed out to sea,
How little you thought a salt snow-goose
Would hang you on a tree.

On a gallows tree, my hearty!
In the stormy Hudson's Bay,
Where the walrus plough the soft sea floor,
And the spouting white whales play.

The King said to his captains,
" 'Tis to our Royal shame
This year none seek the North-West Passage."
His captains swore the same.

So out we sailed in two fine sloops.
Or ever we sailed away,
Brave John Kelley from the Isle of Wight
Did bless his natal day.

Away and away to wild white coasts,
Over the tumbling main,
Till, sorely tried, in a cove we bide,
And Spring comes round again.

Oh, well for John if he had gone
Due south with wit and snipe;
Oh, ill for John that he is gone
And taken his jolly pipe.

Poor John, who sailed on the lovely ship
For to shake the North Pole loose!
We hung him high on a gallows tree;
And all for a salt snow-goose.

It was a dreary, harsh concern
Which swung our John so high;
But in a land where food grows scarce,
A robber needs must die.

Up with the anchor! No one thinks
To call John Kelley down.
So there he hung and all his mates
Went back to London Town.

Slowly we sailed and saw him swing,
For none dare cut him loose;
Never again did John go home,
All for a salt snow-goose.

Over his head, so it is said,
Summer and winter, sits
A grisly bird, a salted bird,
And pecks poor John to bits.

"But never shall he forgotten be,"
We vowed as again we hove
The gallant ship through the narrow strait
That led from grim Sloop's Cove.

And there on a great smooth stone you'll find,
For every man to see,
Poor John Kelley from the Isle of Wight,
All on a gallows tree.

Brave John Kelley from the Isle of Wight!
When you sailed out to sea,
Little you thought a salt snow-goose
Would hang you on a tree.

On a gallows tree, my hearty!
In the stormy Hudson's Bay,
Where the walrus plough the soft sea floor,
And the spouting white whales play.

H B C Business Club

Winnipeg—At the Christmas meeting of the Business Club, reference to business was taboo, and the evening given over to frolic unrestrained. About two hundred and fifty members sat in to a royal Christmas feast in the restaurant, enlivened by the music of our own six-piece orchestra from the music department.

Guests at the principal table included Messrs. T. Hargreaves, G. F. Klein, A. H. Doe, R. Douglas and R. Peirson. Mr. Klein congratulated the club on its enthusiasm. As acting manager of the Winnipeg store, he felt that, with such a body to support him, prospects looked bright for the big job ahead in 1932.

The meeting of January 6, was a highlight event in the club's doings. Miss J. Graham, of the staff training department, was responsible for the programme, and is to be congratulated on her theme, "What's Right with Hudson's Bay Company." To back her arguments, Miss Graham brought forward three able advocates in the persons of Jack Hammond, service department; Miss F. Evans, florist shop; and A. Gourley, men's furnishings. These leading members of Miss Graham's junior study club each spoke for fifteen minutes, each covering one phase of the subject and its relation to our own store; viz., location, welfare, and management.

The Adventurers of England of 1932 heard of the founding of their great Company on February 3, when the Earl Grey grade nine boys presented a play depicting that historic event at the meeting of the Business Club members. The boys gave a vivacious picture of the seventeenth century event in dramatized history. Miss Ida Davidson, author of the play, and history teacher of their school, outlined the setting and development of the piece.

On January 20, Mr. Richard Bonnycastle, manager of Western Arctic district of the Fur Trade, was our guest speaker. Two fine reels of moving pictures taken by Mr. Bonnycastle were shown, of special interest being the views of the *Baychimo* just before her disappearance. An occasion of this nature is always appreciated, for it opens a window and graphically reveals an aspect of life under the Company's banner so different from the everyday routine of store life in the cities.

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Calgary—*Junior Executive Study Club*—Early last fall our Junior Executive Study Club was inaugurated for the purpose of helping those in assistants' positions to increase their efficiency and to build themselves into promotional material. At the time of its inception, it was made plain to all who were considered eligible for the course that they were in no wise obliged to attend these classes, and that they were privileged to drop out at any time they might desire to do so.

The first meeting had an attendance of approximately sixty-five, which number has increased to an average of eighty. The classes are conducted entirely by the "lecture method" (no text book being used) and in such a way as to cause no one any embarrassment. Whatever papers are prepared by those taking the course are entirely at the option of the individual. Each lecture is reported verbatim. Copies of each lecture are distributed at succeeding meetings and are prepared in such a way that they may be put into a binder and used for future reference. The course includes the following lectures, the first eight of which have already been given:

1. Object and aim of the course; qualities of an executive; developing such qualities; store history and policy; by F. M. Johnston.
2. Department store vocabulary; buyers' arithmetic; by A. R. Morrell.
3. Budgets and forecasts, by D. Robertson.
4. Traffic, receiving, marking, by H. V. Sidney.
5. Buying ethics, principles and policies; functions of a buyer; rating resources; by G. Kidwell.
6. Compiling a market appropriation; price lining; meeting consumer demand; duties of an assistant buyer; by A. R. Morrell.
7. Unit control; previous merchandise; by I. D. Gregory.
8. Training department, by Miss P. Garland.
9. Selecting personnel; promotion; the selling process; customer service; by W. Howlett.
10. Advertising and promotion; advertising of staples, prestige, promotion; planning a season's events in the advertising office; planning a store-wide event in the advertising office; preparation of copy; by J. P. McNichol.
11. Buyers' responsibility in sales promotion; buying and planning for a sale; putting the sale over; by A. R. Morrell.
12. Adjustment office; delivery; packing and shipping; personal shopping service; stockrooms; by A. Officer.
13. Credit office routine; opening accounts; various kinds of accounts; supervision of accounts; encouraging good risks; collections; by L. H. Benjamin.

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EDMONTON—*Club Notes*—The December meeting was a jolly get-together gathering. Songs, sketches, tap dancing and skit were the order of the evening. The enjoyment of everyone was manifested in the whole-hearted applause given the various numbers.

January 5—An interesting paper was given by four lady members (Mrs. Hughes, Miss B. Innis, Mrs. M. Howe, Miss M. Mumford); subject, "The Department Store Parcel."

February 5—A fine address was read by G. Saunders, show card writer; subject, "Gain Riches Easily." The human touch running as the theme through this address had a splendid appeal, and it certainly was enjoyed.

The schedule for the next three months consists of a series of papers to be given each meeting: Mr. Jeffels, assistant grocery buyer; subject, "Romance of the Pantry." Mrs. Hughes, assistant hardware buyer; subject, "Retail Selling." Mr. Sexsmith, drug and stationery buyer; subject, "A Sales Talk."

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"My son Hannibal will be a great general, because, of all my soldiers, he best knows how to obey."—*Hamilcar.*

Beaver Club Notes

Hudson's Bay House, Winnipeg—On Monday, 28th December, 1931, the dining room of the retail store, Winnipeg, was the venue of the first gathering of the members and friends of this branch of the Beaver Club, and it was such an unqualified success that there is little doubt of it becoming an annual affair.

At 7.30 p.m. about one hundred and eighty sat down to the excellent dinner provided by the store restaurant, and the service was of the highest standard.

Three members of the Canadian Committee were present, accompanied by their wives—Mr. and Mrs. James Thomson, Mr. and Mrs. J. A. Richardson, Mr. and Mrs. H. B. Lyall. Business engagements in Calgary prevented Messrs. G. W. Allan, K.C.; R. J. Gourley, C. S. Riley, and P. A. Chester, the honorary president of the branch, from being present, but messages from them, wishing us a pleasant time, were read by the chairman.

After a hearty meal, the party were in excellent spirits, when Mr. Joslyn introduced the visitors. Mr. James Thomson responded, making comparison between the present gathering and those held by the original Beaver Club in Montreal over a century ago.

The club's annual general meeting was held immediately after dinner, when the following board of directors was elected to conduct the club's affairs for 1932: Messrs. R. Peirson, J. H. Wilmot, J. M. Headlam, D. Steven, A. Brock, R. Watson, M. J. Moulder, Misses D. Anderson and L. Fraser.

After the general meeting, which was concluded by nine o'clock, dancing and cards rounded out a most enjoyable evening.

At the first meeting of the new board of directors, Mr. R. Peirson was elected president of the Beaver Club at Hudson's Bay House for the current year. Mr. J. G. A. Raymond has since taken Mr. Brock's place on this board, Mr. Brock having been transferred to the stores unit.

Presentation to E. H. Gamble—On Friday, 12th February, E. H. Gamble, Canadian manager of the Hudson's Bay Company Overseas Settlement Limited, was presented with a Waterman's desk set from a number of his Hudson's Bay Company associates as a token of their friendship and esteem on the occasion of his retirement. Mr. Joslyn, of the Land Department, made the presentation. Mr. Gamble carries with him in his new activities the good wishes of all members of the staff with whom he has been in contact during the past six years.

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Winnipeg—The second annual meeting of the Beaver Club, Winnipeg store, was recently held in the large dining room of the store. There was an attendance of about five hundred. R. S. Carey, president of the club, presented a summary of the year's doings.

During the past year, 408 employees have been helped in times of sickness through the welfare funds. $7,258.30 was expended in payments to sick members, special gifts, help to defray hospital bills, drugs, etc. In spite of this large amount, there is a reserve of $6,412.84 carried over in the welfare funds.

One of the outstanding achievements of the year was the opening of Beaver Lodge in June, a beautiful clubhouse on Memorial Boulevard, facing the store. This is provided rent free by the generosity of the Company, and a grant of $1,400 from the same source assisted greatly toward renovating and furnishing the clubrooms. An average of three hundred members are making use of the clubhouse daily. Light lunches and teas are available at nominal cost; rest and recreation rooms are open at all hours.

Sports were fostered by the Beaver Club in the past year—football, soft ball, golf, tennis, quoits, bowling, snooker and hockey.

The club's social activities have already been recorded in *The Beaver*.

After the various reports were read, the following officers and directors were elected: Honorary president, G. F. Klein; honorary vice-presidents, G. W. Lawrence, L. L. McCanse, M. R. McCurdy, F. O. E. Heales; president, R. S. Carey; vice-president, Miss J. S. Graham; secretary, E. J. Mercer; treasurer, P. Harrison; directors, R. A. Leckie, E. Burnett, P. Blacklaw, J. H. Pearon, Miss Swainson; chairman of social committee, R. A. Leckie; chairman of sports committee, E. Burnett; chairman of visiting committee, J. H. Pearon; chairman of house committee, P. Blacklaw.

On February 11 a dance was held at the Royal Alexandra Hotel, in the Crystal ballroom, with approximately six hundred attending. Another dance will be held about the end of March, as the Beaver Club dances have been found to be very popular events with the members.

A "family" party will be held in the store dining room on March 10. In conjunction with the "family" party, a children's party will be held at the Beaver Lodge for members' children whom they may wish to bring with them. Miss Stevenson, of the training department, will look after that part of the "family."

The bridge league is playing every other week; about forty members take part in this game.

Several departments have held parties at the lodge, after spending the evening on a snowshoe tramp or toboggan party, returning to the lodge and dancing.

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Vancouver—The annual meeting of the Beaver Club was held on Thursday evening, February 11, R. C. Scibird occupying the chair. Mr. Scibird spoke of the splendid work accomplished by the club in the past. He urged all members to take an active part in the athletic side of the club's activities and thereby gain increased health and happiness. F. A. Wilson, secretary-treasurer, submitted the treasurer's report, from which it was noted that the club is in a healthy position financially.

Following are the officers of the Beaver Club for 1932: Honorary patron, Patrick Ashley Cooper, Esquire; honorary president, R. C. Scibird, Esquire; executive board, Messrs. G. A. H. Porte, H. R. P. Gant, L. W. Frayer, A. V. Stedham, R. Leaney, F. A. Wilson, Mrs. E. Pringle, and Misses E. Rodgers and E. S. Morley.

Santa Claus Fund—Under the auspices of the Beaver Club, Vancouver, an enjoyable dance was given at Lester Court on Wednesday evening, December 3. Through the generosity of Beaver Club members and their friends, a contribution was made to the Santa Claus funds of the Vancouver newspapers, which assisted in bringing cheer to many homes during the holiday season.

New Year Frolic—Starting the New Year off with a happy social gathering, the Beavers and Beaverettes held a New Year frolic at Lester Court on Wednesday evening, January 6. There was a splendid turnout of members and their friends. Garden's orchestra contributed to the pleasure of everyone by playing snappy, tuneful melodies. A real carnival spirit prevailed.

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Calgary—The Calgary Employees' Association, now known as the "Beaver Club," was organized on January 23, 1913, under the name of "Hudson's Bay Amateur Athletic Association," and had as its main objects the furtherance of sport and social activities. The membership at that time was altogether optional, and only about sixty percent of the employees were members. With the assistance and support of the Company, a fine clubhouse was built just outside our city limits, and a six-hole golf course laid out. A football club was organized, and in 1914 it won the City Commercial League championship.

In the year 1922, the H.B.A.A.A. was reorganized under the name of the Hudson's Bay Employees' Welfare Association, and as we were about to pay sick benefits, a charter was taken out under the Alberta Provincial Benefit Societies Act.

The Beaver Club of today comprises one hundred percent of the permanent staff at Calgary. We endeavour to make all lines of sport at least partially self-supporting. Extra fees are paid for golf, tennis, badminton, *et cetera*. In such lines of sport as baseball and basketball, certain returns from league profits are received by the association to reduce their expenses.

In the welfare section of the club, we are particularly well served in the person of our store nurse, who takes a deep interest in this work.

All our employees associations bear the same name and work under the same constitution. The Hudson's Bay Employees' Welfare Association went out of existence early in 1931, and the Beaver Club of today became heir to all its assets and liabilities.

The second annual meeting of the Beaver Club of the Calgary store was held on Thursday, February 11, and was attended by 159 members. S. E. Gahn, president, outlined the activities of the club for the past year. The president explained that of the amount of dues contributed by the members of the Beaver Club, two thirds was credited to the welfare account and one third to the social and sports account, and, for every dollar contributed to the welfare by the members, the Hudson's Bay Company contributed a like amount.

It was very much regretted that death took toll of four members of the club during the year 1931: Mr. S. Skeed, Miss A. Mather, Mrs. Signor, Mr. Plunkett.

F. M. Johnston, store manager, voiced the satisfaction it gave to the Hudson's Bay Company, and particularly himself, to see the Beaver Club in so flourishing a condition, the members totalling close to one hundred percent, while the splendid financial condition of the club showed that it was being very successfully carried on. Mr. Johnston presented the Governor's golf trophy to J. Baxter, winner of the competition.

The following were elected directors of the Beaver Club for the year 1932: Messrs. H. V. Sidney, S. E. Gahn, D. Robertson, G. H. Benson, A. Officer, J. MacGregor, W. Howlett, H. S. A. Johnson, and Miss M. Sparrow.

The evening was concluded with cards, dancing and refreshments.

During the Christmas rush, at eleven every forenoon and four-thirty every afternoon, twenty-five voices, comprising our Beaver Club singers, under the direction of S. G. McDowell, of our music department, delighted our customers with their rendering of the ageless, lovely Christmas carols, so fragrant with tradition and memories. Judging from the favourable comments of the listeners and the enthusiasm of the singers themselves, it was both blessed to give and blessed to receive.

The latest social activity of the Beaver Club was a get-together sponsored by the badminton club at their clubroom on December 9. To help make the evening a success, several novelty entertainments were added to the programme.

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VICTORIA—*Annual Banquet and Business Meeting*—The traditional cordial relationship between employees and management was apparent at the annual banquet tendered by the management to the Victoria store staff on January 18, in the store restaurant. The dining room presented an animated scene, with nearly three hundred and fifty employees and other guests in attendance. A. J. Watson, the manager, presided. With him at the head of the table were the various departmental heads and some special guests: Dr. R. L. Miller, store physician; Chief Factor C. H. French, retired fur trade commissioner; G. Robson, who served his apprenticeship at Fort Simpson, and retired from the Company last year after nearly forty years in the service; C. Harding, formerly at Moose Factory, and A. Nicholson.

Some significant figures were quoted by Mr. Watson in the course of his address. Since the store opened in September, 1921, the Victoria store's drivers had delivered 3,090,983 parcels, the mileage covered in so doing being 1,041,909 miles. These did not include parcels delivered by mail, express or other means. He expressed appreciation of the loyalty and co-operation shown by the staff during the past twelve months and in a friendly heart-to-heart talk touched briefly on the relations which should exist between the buying and selling staffs and the public.

As president of the Beaver Club, Mr. Watson reported another very satisfactory year. The sports activities, particularly, had made greater progress than usual, while the Beaver Club singers had again demonstrated real talent in a series of concerts. During the past year, $2,574 had been distributed in sick benefits, medical and hospital expenses. It was, he thought, of special interest that during the last six years the welfare branch had distributed $16,541 to sick members.

T. Wilkinson, secretary of the Beaver Club, R. Eaton, chairman of the athletic committee, and C. Nichols, chairman of the social committee, all gave encouraging reports of these branches. The treasurer, W. V. Merryweather, presented a satisfactory financial statement.

Members of the cricket and football clubs were specially welcomed by the chairman, and S. A. Shrimpton was called forward to receive the McKay shield for football and the Virtue and Payne cups won by the cricket team.

The following officers were elected for 1932: Honorary president, P. Ashley Cooper, Esquire; honorary vice-presidents, G. W. Allan, Esquire, P. A. Chester, Esquire; president, Mr. A. J. Watson; vice-president, Mr. J. S. Horne; executive, Miss I. McAdam, Miss G. Allen, Messrs. R. Eaton, G. McAdam and D. Fish.

Following the dinner, the Beaver Club's regular monthly dance took place at the Shrine Hall, where a company of about five hundred danced until one o'clock to the accompaniment of a four-piece orchestra. Mrs. S. W. Stokes' vocal numbers afforded pleasant variation between the dances.

In conjunction with the banquet, the annual meeting of the Beaver Club was held, with the president, Mr. Watson, in the chair.

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Edmonton—A. F. Little, our store manager, who unfortunately spent Christmas in the hospital, had a big surprise when, on Christmas morning, he received a giant Christmas card, signed by every member of his staff, wishing him speedy recovery and the season's greetings.

HBC Sports Activities

Hudson's Bay House, Winnipeg—*Curling*—Curling members are as usual enjoying the "roaring game." The first half of the league, with the Gamble cup as the prize, was won by Basil Everitt's rink (Everitt, Caslake, Wilmot and Wilding). The four rinks, skipped by Brock, Poitras, Nairn, and Reid, were tied for second place, and Mr. Poitras' quartette finally won. The new competition, called the "Goodfellowship Series," is well under way and gaining popularity. Fur Trade and Land Department rinks met, through a challenge from the former. The Land Department won on the last rock, the final score being 9 to 8. Mr. Joslyn skipped the Land Department and Mr. Wilmot the Fur Trade.

Ten teams representing Hudson's Bay House and Winnipeg Retail met in a duel to the death on February 20, at Granite rink, for the Hudson's Bay challenge cup. In a keenly contested fight, Hudson's Bay House ran out winners by a score of 56 to 53. Hudson's Bay House skips were Brock, Larkin, Everett, Reid and Poitras. Retail skips were Parker, Reith, Bowdler, Gold and Ball.

Bowling—In the bowling league, the Land Department teams at this date appear to have everything between them, Land Department team No. 2 being on top and Land Department No. 1 at the bottom.

* * * * *

Winnipeg—*Ten-Pin Bowling*—Six teams comprise the store league, and play every Monday evening: Shoes, Champs, Men's Furnishings, Main Floor, Traffic and Delivery. Shoes won the first half, and at present have a slight lead in the second half schedule. No less than six players have individual averages above 180. Two of our teams were entered in the Winnipeg bowling tournament and played very creditably.

Hockey—The four-team store league has provided some thrilling sport. Teams are, Dispatch, Traffic, Selling and Engineers, and good, fast hockey is on display at every game. Three players shining brightly are Russ McBride, Bill Leask and Bill Hicks. A big hockey frolic was held February 25, at which the Dispatch and Traffic teams played off for the store league leadership. There were broom-ball on skates, fancy skating, dancing and public skating, all enjoyed by a large attendance.

Speed Skating—Congratulations to Bert Neal, of the shoe department, on his winning the one mile Manitoba speed skating championship and gaining second place in the quarter mile at the Amphitheatre rink in February.

* * * * *

VANCOUVER—*Football*—Football under the able management of F. Fance, has this season been one of our most successful sports. The Beavers have won the first half of the Wednesday league. R. C. Scibird, our store manager, entertained the team in honour of their victory at a banquet held in the Georgian dining room. The Beavers start the second series with every confidence that they will duplicate, if not better, their first performance. The players wish to thank their fellow members for their whole-hearted support so freely given during the season's play.

Badminton—Badminton has all winter shown itself to be very keenly enjoyed by the Beavers and Beaverettes, with the Beaverettes the most enthusiastic of players. Two teams were entered in the commercial division of the City League and, although they did not win, gave a good account of themselves. The best of sport and friendly rivalry was enjoyed in the competition and in the hotly contested matches between the club members.

Bowling—Men's bowling, comprising six teams and playing in Hudson's Bay Company house league under the able management of H. R. P. Gant, is swinging into the fourth and last series at the La Salle alleys. The Redheads have won the first two sets, while the Bluebills took the third. Robert Easton, of the Pin Tails, holds the record for high single game with 265, while Norman Douglas, of the Redheads, has high three games with 862.

Girls' bowling, comprising eight teams playing in a house league, are having a splendid time. The Lady Canvas Backs are leading, having won 32 games, and lost 13. The Lady Bluebills take second place, winning 27 and losing 18.

* * * * *

CALGARY—The Calgary Beavers are as industrious as their name implies. For this winter the Beaver Club is participating in basketball, both men's and women's, badminton, bowling and hockey.

Basketball—Our girls' basketball team has been exceptionally successful in the cage sport. They are represented in the city senior league and have won the second half of the series with a record of six wins and no losses. This

H.B.C.
Manager
Pres. Beaver Club
Hudson's Bay
BEAVERS
CITY & PROVINCIAL SOFTBALL CHAMPIONS
1931
LILLIAN HANSEN
ALMA COOK
Coach

Calgary Store Soft Ball Team
Champions of Calgary and the Province of Alberta

entitles them to meet the "Follies," winners of the first series, to decide the city and central provincial championship. If expectations come true, there will be another championship for our energetic Beaverettes.

Men's basketball has been revived in Calgary this winter and the Beaver Club has entered a team in the newly formed men's Basketball Commercial League. Out of two games played, our team won the first and lost the second.

Badminton—Our badminton club entered some of its members in the city badminton tournament. Although no honours were won, several of the members made a creditable showing.

Bowling—The Beaver Club mixed bowling league is in action every Tuesday night. Here there is a great deal of enthusiasm and keen competition. The first half of the league was won by George Benson's team, while the second half is still being played, with Harry Johnson's squad in the lead.

Hockey—The Beaver hockey team is playing in the Commercial Hockey League and displaying a fine brand of hockey. At present they are in third place, two points behind the leaders, with a certainty for a place in the play-offs.

* * * * *

EDMONTON—*Hockey*—Under the direction and coaching of John Thompson, the Hudson's Bay Company hockey team has attained second place in the

Central Mercantile League and, with four games to play, stands a good chance to win. They have played successfully several out-of-town teams and are a credit to the store. The team consists of: Goal, A. Berg; defence, J. Robinson and V. Berg; forwards, G. Shera, T. Berg, T. Paradis, A. Dixon, J. Collier and N. Johnston.

Bowling League—Standing of teams at February 12:

	Played	Won	Lost	Points
Red Socks	33	24	9	24
Dare Devils	33	17	16	17
King's Horses	33	13	20	13
Solitaires	33	12	21	12

The Beaver Club of the Hudson's Bay Company staff held their annual bowling tourney at the Recreation alleys. They rolled a three-game series of five pins for a group of splendid prizes. All the prizes competed for were donated by the managers of the different departments and included turkeys and merchandise. Following is a list of the winners: 1, Mrs. Hughes; 2, Mrs. Trimble; 3, Miss Thom; 4, Mr. Birrell; 5, Miss Whyte; 6, Miss Rankin; 7, T. Paradis; 8, Miss Thom; 9, D. Tighe; 10, Mr. Betzner; 11, Mrs. Hughes; 12, Mr. Twitchell; 13, Mr. Anker; 14, J. Dunn; 15, Miss Turner; 16, R. Engley; 17, Mr. Fleming; 18, Mr. O'Brien.

Gym Classes—Organized last November, regular gym classes, under competent instructors, have been held four times a week for retail and wholesale employees at 6.15. These are well attended. The ladies' nights are Monday and Wednesday, the men's Tuesday and Thursday. Group games, basket ball, volley ball and exercises are the main features. To Doc Sexsmith goes the credit of promoting the idea, and everyone is giving him good support. Classes are held in Hudson's Bay Company wholesale building.

* * * * *

VICTORIA—*Football*—Having already won the Hayward silver cup and only missed the Rennie & Taylor cup by one goal in the final game, our football eleven have been making a splendid showing this season. In the league matches not one game has been lost. The boys are on top and intend to stay there.

Badminton—With a membership of over forty our badminton club holds an unbeaten record this season. Out of fourteen games played by the "A" team, thirteen have been won and one drawn. "B" team, in the same league, out of ten games, has won four and lost six. Much of the success of our badminton club is due to George McAdam.

Carpet Bowling—Congratulations to Mary Graham upon winning the ladies' singles championship silver cup and to L. Young as partner of Mary Graham upon winning the doubles championship silver cup. Our "B" team in the city league stands second, with Sam Campion's crew waiting to jump to first position. "A" team is having a hard job keeping out of the "cellar."

Girls' Basketball—Under the leadership of Edna Matthews, the basketball girls are having a wonderful season, playing in the Saanich and District League.

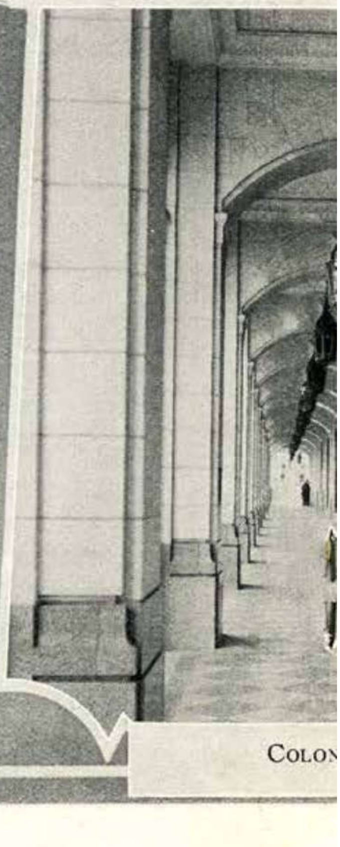
Five-Pin Bowling—Captained by Mrs. Bennett, our ladies five-pin bowling team is doing splendidly, and more than holding its own in the city league.

HUDSON'S BAY COMP

Entrance from First Street

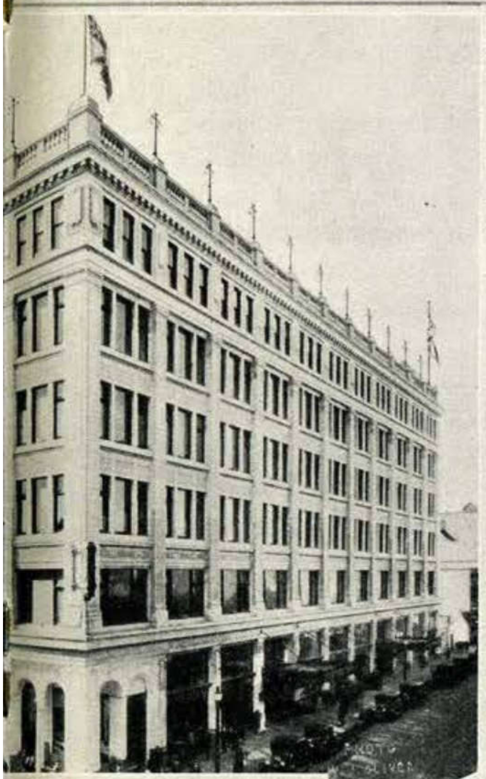
Calgar

Elizabethan Dining Room



Colon

ANY STORE, CALGARY



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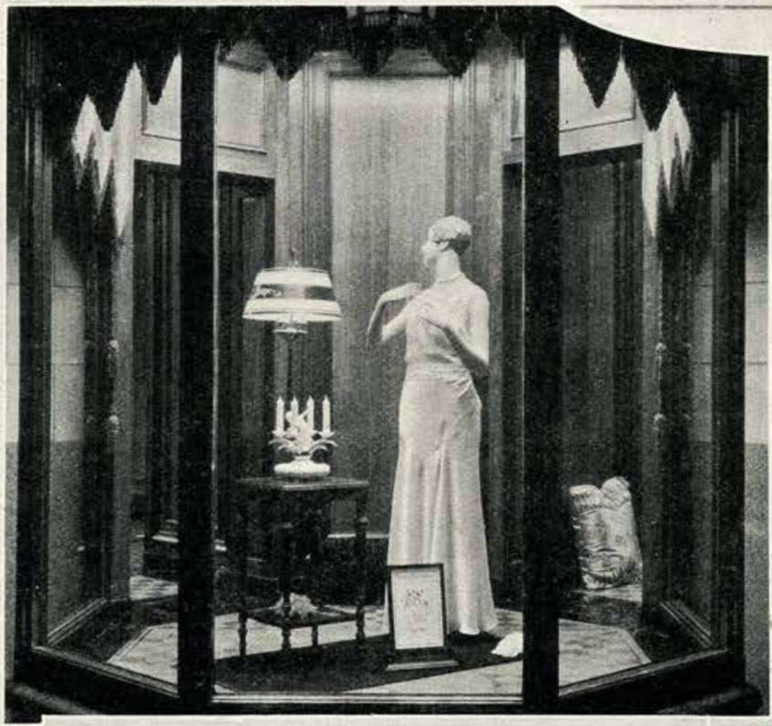
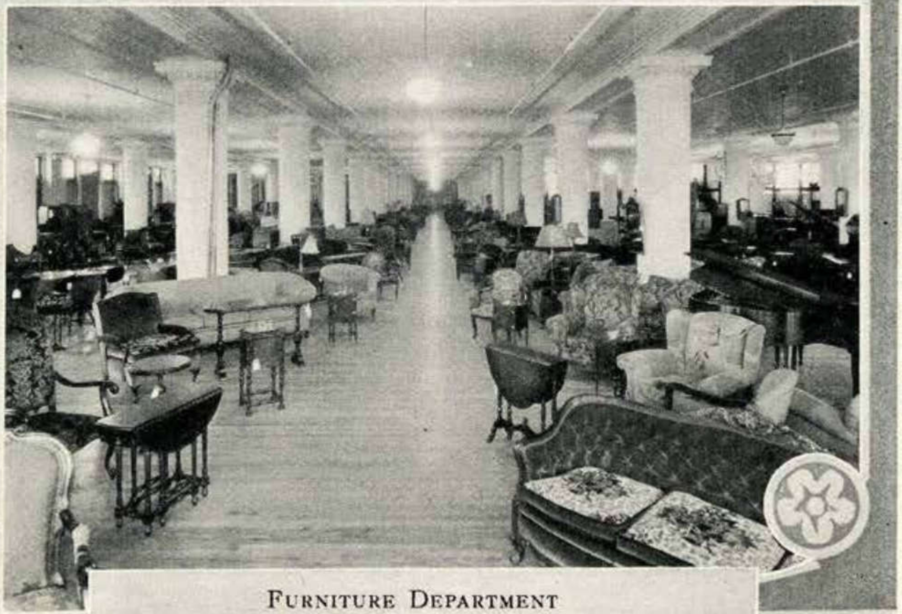


"WHAT'S-NEW-TODAY" WINDOW DISPLAY

NNADE



FURNITURE DEPARTMENT

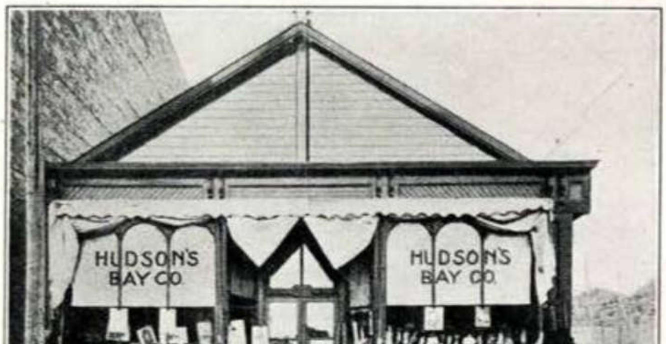
Sight-Seeing Calgary Store

NOW we find ourselves speeding west on busy West Seventh Avenue in Calgary to see another Hudson's Bay Company store. We cross Centre Street. At First Street the light is against us and brakes are screeching. The little man with the megaphone and the booming voice is trying to be heard over the roar of cross-town traffic. "On your right is the home of the Calgary *Daily Herald*, one of our daily publications, and across the avenue to your left—" But we have already seen it. The light changes, engines roar. Terra cotta, six storeys high, a block long and half a block wide, shining white: a magnificent structure, the Hudson's Bay Company Calgary store.

Lucky to find a parking space, we pull into the curb and alight. Across the street is a little stone church, resting snugly in the heart of a bustling city, its carillon clanging a Westminster quarter hour to the building tops in a vain effort to override the staccato clatter of a rivet gun on the adjoining honeycomb of steel which will soon be a new Bank of Montreal.

But here before us is something new. The building, in general appearance, is not unlike the Hudson's Bay stores we have seen in Winnipeg and Vancouver, yet something about it is strikingly different. It's the colonnade, three hundred and eighty feet long—an architect's solution for a wider street and sidewalk; and they tell us it's the only one in the world on a modern business building—an ancient Greek athenaeum put to practical use. Columns of polished granite support the outer walls above the first floor—more polished granite than any building in Canada, if you are looking for facts—and between each column an arched entrance to the terrazzo checkerboard floor of a stately promenade sidewalk, to which open immense shopping windows.

We are attracted by the pendant lanterns of bronze and amber glass, seventeen in all, and each weighing one hundred and fifty pounds, we are told. Each one is equipped with a reflector which helps illuminate the ceiling and walls.



Hudson's Bay Company Store, Calgary, 1884-1891

Rain commences to fall, but in the colonnade we can view these immense shopping windows with security. The displays are superb. What a pleasure to dress such windows, beautiful in themselves—background panels in two shades of walnut, floors in five distinct patterns of teak and oak inlaid.

Approaching the corner of Eighth Avenue and First Street, we notice a set of octagon shaped windows which display the most outstanding

Crowd Awaiting Theatre Opening to See Hudson's Bay Company Santa Claus

and new articles in the store. This set somewhat resembles a box office in a theatre, without the ornateness which very often goes with that setting.

Waiting for some of our party to finish examining the contents of these magnificent windows, our megaphone man tells us about the first Hudson's Bay store in Calgary, built in 1884 not far from where the present store now stands, one storey, a mere match box compared with what we are about to enter. Then, in 1891, the second store, a two-storey sandstone building, and in 1913 this modern building, with a large addition in 1930. Our party has all gathered, and revolving doors bid us enter the Calgary store.

As we enter from Eighth Avenue, before us stretches "The Great White Way," the spacious white pillared aisles which lead directly through to Seventh Avenue. Glittering circular and oblong show cases, beautiful rosewood cabinets, arrest our attention. Here the book lover may visit the book department; the style lover, gloves, hosiery, neckwear and jewellery; lovers of "beauty," the drug department. Then the men, after rushing the tobacco counter, may be "at home" in the men's and boys' clothing and furnishings, examining English tweeds or dashing imported scarfs.

The escalator takes us to the basement, where a modern luncheonette invites us to "coffee." This luncheonette is one of the most outstanding we have seen on our tour, with its seating capacity for one hundred and seventeen people. Its oblong built-in tables, its comfortable revolving chairs and, above all, its immaculate cleanliness all tend to make it a popular rendezvous for hungry shoppers. While we have our coffee, we have a splendid view of the bustling groceteria and service market sections. Of course everyone is interested in food. These food sections, with their outstanding sanitary conditions, make shopping for the "substances of life" a pleasure.

Next we board the passenger elevators (our party fills the six of them) and ascend. Young girls in attractive Hudson's Bay green uniforms call the floors and merchandise to be found on them: "Second floor—ladies' shoes, staples, draperies, art needle work, music departments and beauty shop." But we remain on the elevators, as our women travellers wish to get off on the third floor; the style floor, to be sure. The lingerie, millinery, fur, juvenile departments are always attractive to women, but the French salon and sports departments are a delight. In these departments we find merchandise from the style centres of Canada, United States, Great Britain, France and Switzerland.

Now on the fourth floor: Here the lovers of chinaware wander, fascinated by the variety of china, glassware, pottery from all parts of the world—exquisite service plates on one table, jaunty china animals on another. An artistic fragment of Victorian Dresden takes us back to the days of romance, then a sophisticated modern piece calls us back to this twentieth century.

Passing by the furniture and hardware departments, again we board the elevator, to pass by five and on to six. A peep into the dining room reveals one of the Elizabethan age; the dark panelled oak walls, leather covered chairs, rich draperies of the Elizabethan period all supply the dignity necessary for that type of room. The leaded casement windows frame a fascinating picture of Northern Calgary.

But we are hurried on, as the real view of Calgary and its surrounding districts is from the roof. A playground for kiddies (swings, teeters, slides and sand piles); a beacon to light the way for the airmen, one of a chain of beacons operated by the Hudson's Bay Company which marks a trans-western provincial airway.

It has cleared, and we now know why Alberta is called "Sunny Alberta." The sun is once more shining brilliantly as we survey the surrounding country. From the top of the lookout tower we can see, far to the east, a flat country, the true prairie with its miles of plain. To the west, we follow the smoke of a transcontinental train as it puffs its way along the Bow River valley, through the foothills, then on to the lofty snow-capped mountains which form a jagged panorama on the horizon. Where in the world but from this Hudson's Bay store is one able to view plains, hills and mountains in practically one glance.

On our way back to the bus, we are told about the people and departments who carry on so admirably behind the scenes—offices, delivery, packing, electricians, carpenters, *et cetera*.

As we assemble, it is closing time and the employees begin to stream out of the staff entrance on Seventh Avenue, a group which is a credit to any company; true successors to that Company of Adventurers who, two hundred and sixty-four years ago, opened the first trading post, and two years later founded an institution which has gained a world-wide reputation.

All aboard, gears shift and the bus begins to move. This time the signal light is with us and we speed right on, taking a last glance at the Calgary Hudson's Bay store, the Company's monument to an undying confidence in Western Canada.

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AN AESOP'S FABLE—A husbandman who had a quarrelsome family, after having tried in vain to reconcile them by words, thought he might more readily prevail by an example. So he called his sons and bade them lay a bundle of sticks before him. Then, having tied them up into a faggot, he told the lads, one after another, to take it up and break it. They all tried, but tried in vain. Then, untying the faggot, he gave them the sticks to break one by one. This they did with the greatest ease. Then said the father: "Thus, my sons, as long as you remain united, you are a match for all your enemies; but differ and separate, and you are undone."

Store Promotions That Went Over

NO. 1—SALUTE THE HAPPY MORN

By G. R. LOWNDS
Hudson's Bay Company, Winnipeg

THE big store at Winnipeg suggests a great ship lying in dock. Within all is quiet and in shadow; but as the daylight becomes stronger, a thin trickle of hurrying figures can be seen making toward the rear entrance. This trickle rapidly increases to a swelling, fast-moving stream; lights begin to flash from floor to floor, and soon the store becomes brightly illuminated in a splendour of red and green Christmas decorations, huge stars giving a colourful dignity to the wide aisles and mahogany fixtures.

We peer through the main entrance and see the birth of an activity at the far end of the store, where a platform has been erected, with a grand piano in position and radio transmitters installed, facing the mezzanine steps.

As we gaze across the wide space, we glimpse a sea of white collars, black dresses and red books assembling on both sides at the rear. This is the Hudson's Bay Company choir, foregathered thus early to sing carols before starting the day's business of selling merchandise, for the time is just before Christmas. The conductor of the choir, with a toss of his hair, steps onto the platform. The doors of the store swing open and crowds of expectant people surge in, hurrying forward to positions near the front. The conductor looks around with a smile of reassurance to everyone. At a signal from him, the pianist strikes the first chords, and on the morning air float the opening lines of the "Wassail Bough," swelling in volume as the choir in two sections moves forward in orderly array and begins to fill the steps to overflowing, completing the movement as the last lines of the chorus are reached, "Send you a happy New Year."

The effect of the entrance on the audience is thrilling, and their response at the conclusion is full of enthusiasm. The listeners settle down to enjoy what they all realize is a musical treat by a competent choir. The conductor looks around once more, and with words of encouragement makes the choristers feel that each has a voice, and that each voice must be used. Even the audience is encouraged to join in, which they do with a right good will.

We wonder who that old wrinkled gentleman may be standing there with a look of joyful expectancy on his face, shabbily dressed, but portraying a soul for music which cannot be hidden in his shabbiness. He has been first at the door and first in place each morning so far. Over there an old silver haired lady, in a wheel chair, with a light of happiness in her kindly brown eyes; school children, labouring men, stenographers, housewives, business men—lovers of good music, all—and we feel uplifted as we realize that they have left the warmth of their comfortable homes half an hour earlier than need be, to face the bite of a Manitoba winter morning, and all with the simple desire to participate in and enjoy this feast of Christmas carolling that is placed before them.

There is a quiet dignity over the whole proceedings, even to the brief and soft-voiced announcement over the radio—"Hudson's Bay Company choir broadcasting over CKY. Kindly listen in again tomorrow at the same time."

One sweet carol follows another in rapid succession. The time flies quickly, and the main floor of the great store is packed with people whose eager upturned faces tell of an appreciative enjoyment.

The gem of the morning now breaks on their ears, "The Holly and the Ivy." Solo voices ring out and only the organ music is lacking to complete the new illusion that we are in a great cathedral, with the choir singing their Christmas morning hymns. Then "Silent Night" is heard, and with this recessional comes perhaps the most dramatic moment of the all-too-short half hour. The choir slowly moves down the aisle and disperses among the people as the leader looks almost wistful on their departing footsteps, he too feeling that it is over all too soon.

Now all is rush and bustle. The store is open, and the business of the day has commenced. The elevators clang, boys jump to their places and shoot upwards with their first load of happy looking customers, upon whose faces the thrill of that delightful half hour still lingers.

The big store is now like a great, throbbing trans-Atlantic liner under full steam.

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NO. 2—THE KIDDIES' REVUE

By JOAN JACK
Hudson's Bay Company, Vancouver Store

DURING the weeks preceding Christmas, it must have seemed to Vancouver citizens as if every available display space in town was carrying the message of the forthcoming Hudson's Bay Company Kiddies' Revue. Show windows, the walls of large offices, the lobbies of suburban theatres displayed exuberant, colourful posters of the coming event. Street cars carried wide banners across their noses, featuring the "Hudson's Bay Company Kiddies' Revue" in two-foot letters. The B. C. Electric house organ urged attendance. Daily, the three Vancouver newspapers featured large half-tones of the performers.

The proceeds of the revue were to swell the Santa Claus funds of the two evening papers; but even with that, their flood of publicity in support of the show was greater than might have been expected. The morning paper, with no personal interest in the proceeds of the show, came forward too with gratifying daily support.

Box office bookings commenced nearly a week in advance, and these indicated that the large Vancouver theatre would be filled to overflowing.

Over two hundred talented excitable children were in the cast.

When the curtain rose on a toymaker's workshop, crowded with living, breathing toys and huge, paper-frilled boxes each sheltering its life-sized doll, an audible gasp of delight and envy swept through the houseful of youngsters sitting expectantly beside their nurses, mothers, aunts and cousins.

As the toymaker fell asleep, the dolls gradually came to life. A lusty-voiced chorus of toy soldiers paraded with regimental precision and appropriate

The Dancing Daffodils

woodenness. Five large pink-eared bunnies hopped, with the charming uncertainty of their kind, right into the hearts of the grown-ups in the audience.

Jack-in-the-boxes, mamma dolls, gypsy dolls, sailor dolls and kewpie dolls came from their paper-frilled boxes to contribute their quota to the success of the show. The dolls of all nations, each in turn, appealed with nostalgic song and dance to their nationals in the audience—a plump, rosy-cheeked Dutch doll with her partner, a piquantly impudent French doll of great sartorial elegance, energetic Scottish dolls, sinuous limbed Hawaiian dolls, Welsh dolls, Russian dolls, farmer dolls, gypsy dolls! This feature, fast moving, ever changing, for forty-five minutes held the audience spellbound. It was an act that would have been a credit to any professional cast. The culminating scene, when the painted doll, in bridal array, came forth to be married to her frock-coated lover, brought the players an ovation. Prince Arthur, from "King John," stirred their emo-

Pierrot and Pierrette

Dutch Dolls

tions. Little Boy Blue, an infant prodigy, appealed to every mother in the audience. A pantomime of the gold-dazzled Pierrot and the poor bereft Pierrette brought forth both sighs and tears. There were Irish reels and Highland dancing. The sweet-voiced Hudson's Bay Company choir, under the direction of Miss Wynne Lovich, added to the entertainment.

Dozens of beautiful, artistic and clever dancing acts contributed to this splendid performance which for more than three hours during the matinee held the audience. The display was repeated with equal success in the evening.

Adding the final note of friendliness to this show, Mr. Scibird, the manager of the Vancouver store, was prevailed upon to come from the wings and prove to the citizens present that store managers are very human people, and do not lie in wait for defenceless customers in the fastness of their stores.

The box office reported receipts of over twelve hundred dollars at the end of the evening. The reviews and comment were convincing evidence that Vancouver citizens appreciated this public service on the part of Hudson's Bay Company. Admittedly the public memory is short, but the parents of the two hundred children taking part in the show, and the children themselves, will remember this occasion for many years to come. Promotions of this nature are of undoubted value in establishing a store's personality in the public consciousness. Fundamental emotional reactions of people do not change, despite temporary stringency and uncertainty of the times. Just as they respond to the overtures of a hostess known for her pleasing personality, so do people respond to the advances of an institution displaying similar characteristics. But, in this time of restricted budgets, it is no easy matter to display them.

The Vancouver store considers itself fortunate in finding this means of making an effective gesture of goodwill towards the public in a presentation which was entirely self supporting. The thousands of dollars worth of publicity, and the production of the show itself, were financed entirely by the public.

* * *

"All truly great men in statescraft and in business that the world has ever known have possessed, in over-flowing measure, these noble virtues—humility of spirit, a friendliness towards honest competitors, a never-absent kindliness in their contacts with those over whom they have authority, a sincerity that never fails to give every person full credit for work well done, a sympathetic consideration and humanity in all dealings with their less fortunate fellow men."
—*Hugo Don.*

The Passing Show, Winnipeg

By T. F. REITH
Hudson's Bay Company, Winnipeg

DECEMBER'S weather was mildest in years, no frozen rads, toes, noses or ears. Display men prepared us a "Fairy" store, with Christmas trims none could ignore. Business was brisk on every floor; gift shoppers flocking through every door. At break of dawn we came each day to carol and to roundelay. The broadcast went to cot and hall, from city's end to stately Mall; to farm and hamlet, village, town, it carried H B C's renown. On floor the fourth, Toytown was made, a jolly place for boy and maid. Promotions from ranks off to good start, and the staff digs in with willing heart. Business Club's big Christmas feast, the month's *event,* to say the least; with *Ballyhoosh*, wise-cracking sheet, with turkey draws, and chocolates sweet. Then radio sets sold like hot cakes; records are great that Coltman makes. Nimrod the Hunter hunted well; china ensemble a complete outsell. Now Nimrod and Bodell, Europe-bound, we hope many more such buys have found. Kelevis, believe us, the ladies' delight, hands roses to thousands at left and right. Manager Klein reigns with a smile; we hope he'll be with us a goodly while. Business Club meetings by Ken Wallick gave members who went a decided kick. Hundreds of members at Beaver Club meet hear annual report that's hard to beat. 'Fore hundreds of staff one wintry morn, the furniture sale was peppily born. The Feb. fur sale at new of the moon, coats vanished off racks like snow in June. The cooking school drew women in droves, to learn about sandwiches, cookies and loaves. Offices, stock rooms in many new places, it's hard to locate some familiar faces. New photograph studio by baby shop, should cause fond mothers a frequent stop. With hockey and bowling going first class, the hours of our leisure speedily pass. The bonspiel is on, "soop 'er up" 's the cry; we'll get warm weather in sweet by-and-bye. In society circles what a furore! I.O.D.E.'s in charge of the store. Our dance at the "Aleck" a swell affair, big nobs and little nobs all were there. Back of the store, alongside the Mall, they've dug deep hole for auditorium hall. A fitting neighbour 'twill surely be, to this stately store of H B C. And now, as store life moves on its way, our eyes turn to spring with its sale in May. We've sung winter's song and said our say; so *au revoir*, folks, till another day.

* * *

"Justice is the only worship. Love is the only priest. Ignorance is the only slavery. Happiness is the only good. The time to be happy is now. The place to be happy is here. The way to be happy is to make other people happy."—*R. G. Ingersoll.*

"Bed is a bundle of paradoxes; we go to it with reluctance, yet we quit it with regret; we make up our minds every night to leave it early, but we make up our bodies every morning to keep it late."—*Colton.*

Suggestion Bureau

IN December issue of *The Beaver* a Suggestion Bureau was instituted and an invitation extended to all employees to send in suggestions for the improvement of our service to customers, for the more economical operation of departments or the store as a whole, and for the betterment of any other plan of our store operations as viewed from any angle.

The response received to this was not nearly so great as we had expected, considering we have close on 4,000 persons on the stores' staff, all in daily contact with some phase of department store activity. This may have been due to a certain shyness of younger members of the staff, a diffidence on the part of others, or a fear that some simple suggestion they might have made would be considered too trivial.

From the suggestions sent in, a selection has been made by the Canadian Committee, and two awards of ten dollars each have been made to employees of the Winnipeg store, and one in Calgary store, for the best this time. We are publishing these winning suggestions in the hope that they will prove of value to the various departments to which they refer.

Our Suggestion Bureau continues, and three special awards of ten dollars each will be announced in June issue of *The Beaver* for the three best suggestions sent in through your store manager prior to April 30, and we wish to make it clear that suggestions are welcomed from the youngest member of the staff to the oldest, from the most recently engaged help to the stores' manager, that every suggestion sent in will be carefully considered on its merits *as a suggestion*, and not from its form of presentation; also it should be remembered that the simple, almost trivial, idea may prove of great value. This should not be considered in the nature of a competition, but purely as a suggestion bureau for the good of the service.

SUGGESTION BY R. L. MILLER, WINNIPEG STORE

There is a distinctive angle to our merchandise which I believe is not sufficiently stressed in our daily store advertising. That angle is quality. For years before this building was occupied, common expression of the people of this city was, "If you want to be sure of what you are buying, go to 'The Bay.' You may have to pay a little more, but you will know that the quality is right." It seems to me that a reputation for quality is one that we should value very highly and maintain, not only by keeping up the standard of our merchandise, but also by keeping the quality idea in the minds of our customers.

The regular pricing of our merchandise and our daily price advertising has pretty well disabused the public mind of the idea that our merchandise is priced higher than that of our competitors, but unless we say something to the contrary it will be easy for our customers to come to the conclusion that the quality of our merchandise has receded with our prices.

I would suggest that our daily advertising carry either a slogan or a short editorial based on this thought, "H B C quality is traditional and unchanging."

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SUGGESTIONS BY C. SCHLOTTHAUER, WINNIPEG STORE

To avoid a considerable number of complaints from customers, as well as to prevent mistakes by employees, I would suggest that two cards be printed and posted on or near the bulletin board in each store, these to bear the following heads: 1, Where would you deliver this? 2, What would you collect on this?

Delivery men should be instructed to bring in all wrongly made out labels and slips, and these should be posted on the card daily. The writer of the slip should be asked to inspect it, and it should be open for the examination of other clerks in order that the mistake would be eliminated in the future.

In regard to disallowing C.O.D. orders to be split, I would suggest that the driver be permitted to split an order for a customer, putting the return article through as a C.O.D. exchange. This would be making a sale, as well as a satisfied customer, which would also prevent an unnecessary trip with a call card to pick up the unwanted goods. At present, if a mistake happens or the customer does not desire part of the order, we have to bring everything back. In this way we lose a sale, as perhaps there may be perishable merchandise in the parcel which the customer needs immediately, while if the customer accepts all the goods and has to put in a call card for the undesired part, there is apt to be a delay of from one to three days, and the customer has to call at the store and present her receipt in order to obtain a refund of the amount paid for the unwanted goods, sometimes at the cost of fifteen cents for return car fares.

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SUGGESTION BY T. R. TAYLOR, CALGARY STORE

As a means of keeping before the buyers the importance, and indeed the necessity, for buying merchandise in small quantities, I suggest that a rubber stamp, of outline letters, reading "Little and Often" be made and stamped across the face of the memorandum order forms used by the buyers; also that small signs, bearing the same words "Little and Often" be made and placed on each buyer's desk, or some conspicuous place in his office.

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HBC Staff Promotions

(Stores Department)

WINNIPEG

Employee	*Former Position*	*Promoted to*
G. F. Klein	Controller Department Stores	Acting Store Manager
G. W. Lawrence	Accountant	Acting Controller
A. Brock	Wholesale Department	Assistant Credit Manager
F. O. E. Heales	Display Manager	Sales Promotion Manager
C. Harford	Accountant's Office	Asst. Accountant, Calgary Store
O. H. Haltalin	Asst. Manager Traffic Dept.	Manager Traffic Dept.
Wm. McCullough	Salesman	Asst. Manager, Meat Dept., Saskatoon Store
L. C. Rumsey	Asst. Manager, Drapery Dept.	Manager, Drapery Dept.
A. W. Whitney	Asst. Manager, Carpet Dept.	Manager, Carpet Dept.
H. R. Horricks	Supervisor, Merchandise Research	Acting Manager, Fur Dept.
W. Stuppard	Salesman, Music Dept.	Asst. Manager, Music Dept.
J. S. Adair	Asst. Manager, Display Dept.	Manager, Display Dept.
L. G. Webb	Display Department	Asst. Manager, Display Dept.
C. E. McBride	Tourist Publicity	Correspondence Secretary
W. Gold	Tourist Publicity	Asst. Manager, Jewellery Dept.
E. J. Mercer	Traffic Department	Asst. Manager, Traffic Dept.

SASKATOON

C. Page	Display Manager	Advertising and Display Manager

EDMONTON

Employee	*Former Position*	*Promoted to*
H. Warner	Manager, Children's Wear and Lingerie	Manager, Children's Wear, Lingerie, Ladies' Ready-to-Wear and Furs
Miss N. Beaumont	Saleswoman	Asst., Coats, Suits and Dresses
Mrs. L. Meakins	Saleswoman	Assistant in Furs
Miss E. Wharton	Saleswoman	Asst. in Lingerie and Children's Wear

CALGARY

A. E. Warrington	Assistant Accountant	Office Manager, Vancouver Store
J. K. Hill	Manager, Economy Floor	Manager, Kamloops Store
B. L. Haas	Divisional Manager, Calgary	Manager Ladies' Dresses, Sportswear, and House Dresses, Economy Floor, Winnipeg
Miss K. M. Walsh	Manageress, Dresses and Sportswear Depts.	Manageress, Coats, Suits, Dresses and Sportswear Depts.
A. M. Harper	Manager, Ribbons, Neckwear, Handkerchiefs, Laces, Notions	Manager, Ribbons, Neckwear, Laces, Handkerchiefs, Notions and Art Needlework
C. M. Raeper	Office	Music Department
S. G. Eustace	Office	Groceteria Department

VANCOUVER

H. A. Stone	Divisional Manager	Merchandise Manager
R. E. Standfield	Divisional Manager	Assistant Merchandise Manager, Winnipeg Store
A. J. Gilbert	Divisional Manager	Assistant Merchandise Manager
N. Douglas	Buyer, Art Needlework Dept.	Manager Economy Floor
G. B. Bowman	Asst. Buyer, Gloves and Hosiery	Manager, Gloves and Hosiery, Victoria Store
D. Holmes	Asst. Buyer, Men's and Boys' Clothing, Economy Floor	Buyer, Men's and Boys' Clothing, Economy Floor
R. J. Cooke	Buyer, China and Glassware	Buyer, China, Glassware, Hardware, Electrical Goods and Toys
E. S. Lindabury	Buyer, Neckwear, Laces and Handkerchiefs	Buyer, Neckwear, Handkerchiefs, Laces and Notions
R. B. Abell	Garage Foreman	Garage Foreman and Delivery Supt.
C. G. Callbeck	Wholesale Department	Asst. Manager, Grocery Dept.
C. E. Kynnersley	Head Salesman	Buyer, Men's and Boys' Furnishings, Economy Floor
B. J. Rose	Assistant, Staple Dept.	Asst. Manager, Dress Goods, Silks and Staples

VICTORIA

G. Day	Buyer, Gloves and Hosiery	Buyer, Gloves and Hosiery, Vancouver Store

The Great Ambition

"The man who starts out with the idea of getting rich won't succeed; you must have a larger ambition. There is no mystery in business success. If you do each day's task successfully, stay faithfully within the natural operations of commercial law, and keep your head clear, you will come out all right."—*Rockefeller*.

The Staff Forum

This feature is introduced in the hope that it will furnish a means of expression to many of our heretofore silent readers. Letters on any subject of general interest are invited from members of the staff. Each letter should deal with only one subject, and should be brief and to the point. Letters for "The Forum" should be sent through the associate editors of "The Beaver" at the various branches or districts. This is your section; its success depends on you; make it interesting.

Winnipeg, Manitoba, February 15, 1932.

Editor *The Beaver*.

Dear Mr. Editor: I have often wondered why two Beaver Club organizations in Winnipeg? We have the Beaver Club of the retail store, with its large membership and its fine clubhouse on the Mall. We have the Beaver Club of Hudson's Bay House, a lesser organization for the staffs of the Fur Trade, Land, Wholesale departments, and the Canadian Committee.

Why can't we all fraternize better in Winnipeg; get to know each other better and be one big happy family in one Beaver Club instead of two, and all participate in our social activities in combination? This would mean less cost, less work for the committees, and it would show a better spirit of good fellowship, besides increasing our prestige by about two hundred members.

Of course, I know there is a difference in welfare benefits of the two organizations, but that need not prevent us all from getting together socially as one family, with the same sports, dances, picnics and other social activities. If the tennis can be worked as one organization, so can all our other sports and entertainments.

Our combined banquet, when the Governor was here last fall, was just the real thing.

We want to know you Hudson's Bay House Beaver Club people better. We hear you are all good scouts, and we feel sure you'd like us too, if you knew us better.

Won't someone work out this scheme?

Yours faithfully,
J. H. PEAREN.

Editor's Note—This suggestion has been passed on to the Hudson's Bay House Beaver Club, and I am assured it will be discussed at an early meeting of the directors of the Club.

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Winnipeg, Manitoba, 2nd February, 1932.

Editor *The Beaver*.

Dear Sir: I would like to suggest that our Beaver Club executives throughout the service try to induce all staff members holding the Company's long service medals to wear these or the service buttons at all Company functions they may attend, and particularly when these are held under Beaver Club auspices; and also encourage the wearing of long service buttons during business hours.

Too many of our long service fellow workers keep these honour tokens hidden in a drawer. They were certainly conspicuous by their absence at the big function in Winnipeg held last year when the Governor was present.

Yours sincerely,
P. L. GOODEY.

Editor's Note—A good suggestion and will be brought to the attention of the proper authorities.

Stories You May Have Heard

Choice Humour From All the Stores

WINNIPEG

Customer: No, I simply couldn't wear this coat; it is too tight.

Assistant: Pardon me, madam, but I've shown you all our stock. That's your own coat you have on now.

Bill had a billboard. Bill also had a board bill. The board bill bored Bill so that Bill sold the billboard to pay his board bill. So after Bill sold his billboard to pay his board bill the board bill no longer bored Bill.

CALGARY

"Your husband says he leads a dog's life," said Mrs. Jones.

"Yes, it's very similar," answered Mrs. Brown. "He comes in with muddy feet, makes himself comfortable by the fire, and waits to be fed."

Willie: Pa, does bigamy mean that a man has one wife too many?

Pa: Not necessarily, my son. A man can have one wife too many and not be a bigamist.

VANCOUVER

He (having been refused because he isn't a strong, silent man): I suppose you'd have liked to live in the days of cavemen and been wooed with a club?

She: Yes, wouldn't it have been stunning!

"Rastus, I am sorry to hear that you buried your wife."

"Yessuh, boss, but Ah jes' had to; she was daid."

VICTORIA

*Lady: I bought this cake of laundry soap here, and it's no good.

Merchant: You're lucky! You bought only one cake. I bought twenty-five cases of the darn stuff.

"A moth leads an awful life."

"How come?"

"He spends the summer in a fur coat and the winter in a bathing suit."

NELSON

Little Dorothy: Mother, do all fairy tales begin with "Once upon a time—"?

Mother: No, dear; some begin with "I'll be working late at the office."

EDMONTON

Daughter (having just received a new mink coat from father): What I don't see is how a wonderful fur can come from such a low, sneaking beast.

Father: I don't ask for thanks, dear, but I really insist on respect.

"Well, Mrs. Johnsing," a colored physician announced, after taking her husband's temperature. "Ah has knocked de fever outen him."

"Sho' 'nuff," was the excited reply. "Am he gwine git well, den?"

"No'm," answered the doctor. "Dey's no hope fo' him, but you has de satisfaction of knowin' dat he died cured."

SASKATOON

A university student, when sitting for an examination, was asked to compose one verse of poetry including the words "analyse" and "anatomy." He wrote:

> My analyse over the ocean,
> My analyse over the sea,
> Oh, who will go over the ocean
> And bring back my anatomy.

He never was "dated," he never was wed;
He hardly would speak to a fem;
But he followed the hosiery-lingerie ads,
And he learned about women from them.

VERNON

Speaker: They injected alcohol into a guinea pig and a few seconds later it died of convulsions, which proves—

Voice, from the rear: That alcohol was never intended for guinea pigs.

KAMLOOPS

Doctor: The thing for you to do is to stop thinking about yourself. Lose yourself in your work. By the way, what is your occupation?

Patient: I'm a cement mixer.

YORKTON

Book Agent, to farmer: You ought to buy an encyclopedia, now your boy is going to school.

Farmer: Not on your life! Let him walk, the same as I did.

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*The star is awarded to Victoria this time for the best joke on the page. Come along, you other stores, and try to beat Victoria with something better in next issue.

HBC Poets' Page

The Wee Broon Man

The day grows cauld an' the win' blaws snell;
The whaups by the shore are cryin' sair;
The dark creeps owre the moor an' fell;
The bairns are beddit twa hoors an' mair.
Wheesht! Wheesht! As quite's ye can;
It's near the time for the wee broon man.

For wha dae ye keep the three-legged stool
That nane dare sit on frae morn till nicht,
An' the rug by the fire o' the lambs' guid wool;
The glimmerin' peep o' the lantern licht.
Wheesht! Wheesht! As quiet's ye can,
They're there for the use o' the wee broon man.

The nicht grows dark an' the win' blaws cauld;
The door should be ticht wi' sneck an' key;
The sheep lie warm within the fauld;
For wha dae ye leave the door agee?
Wheesht! Wheesht! As quiet's ye can,
It's open tae welcome the wee broon man.

What gars ye sit roon' the wee stool there,
In your clean bare feet, as the Word is read.
While your faither pits up his lang lang prayer,
Afore ye gang tae your ain wee bed?
Wheesht! Wheesht! As quiet's ye can,
We dae it tae humour the wee broon man.

Why mix mair brose, sae warm an' new,
An' set it wi' milk on the three-legged stool,
When a' are at hame an' suppert fu',
An' happit snug i' the sheeps' saft wool?
Wheesht! Wheesht! As quite's ye can,
We daurna forget the wee broon man.

There's mornin' licht, an' the day comes fast;
The brose frae the bowl is lickit clean;
The lambs' wool rug is turned and tashed;
I wonder wha i' the nicht has been?
Wheesht! Wheesht! As quiet's ye can,
I'm glad we hae sheltered the wee broon man.

An' wha wad want his wee laigh stool,
An' who wad steek the door sae ticht,
An' wha wad forget his bed o' wool,
An' his sup o' brose, an' his peep o' licht?
Wheesht! Wheesht! As quiet's ye can,
For we need the luck o' the wee broon man.

—*Robert Watson.*

This Scottish ballad originally appeared in the *Queen's Quarterly*, and was reprinted shortly afterwards in the *Literary Digest* as well as other Canadian, American and British journals. It is reproduced in *The Beaver* by request, with kind permission of the *Queen's Quarterly.*

Wishes

(*Saga of an Apprentice Clerk*)

I wish I was an arm-chair bloke a-workin' in D.O.,
Where there ain't no blooming chores to do when its ninety-nine below,
Like 'untin' for a pile er wood 'neath fifty feet er snow.

I wish I didn't 'ave to rise each wintry morn at seven,
To find the snowflakes flutterin' from the cloudy skies of 'Eaven
And 'ave to work a-diggin' parths 'til a'most 'arf-past 'leven.

I wish I didn't 'ave to learn the language of the Crees;
I wish they'd call it "candy" instead of "muskikies,"
And wouldn't use tongue-twisting words wot makes a feller sneeze.

I wish—I wish a thousand things wot never will come true;
I wish that I could run this post for just an hour or two,
An' then I'd give my poor old boss some dirty work to do.

I wish I was the cleverest of all the world's fur buyers,
And that I owned a limousine, wiv great big balloon tires,
Somewhere a voice is calling, "Get up and light the fires."

—*Growler.*

The Shadow

The patter of tiny feet on the floor,
A little face at the bedroom door,
And a trembling voice that softly said,
"Daddy! May I come into you' bed?"

Two little arms around me twine;
A little face presses close to mine,
Why did you come, dear? Why did you call?
" 'Cause I saw big shadow on the wall."

—*D. V. Hicks, H B C, Edmonton.*

Selections From Many Sources

Members of the staff are invited to send in, through their local associate editors, choice short paragraphs suitable for this page. Please quote the author, also sender's name, in all cases.

ONLY SIXTY-EIGHT MORE AT THE MOST

In the Twentieth Century war will be dead, the scaffold will be dead, hatred will be dead, frontier boundaries will be dead, dogmas will be dead; man will live. He will possess something higher than all these—a great country, the whole earth, and a great hope, the whole heaven.—*Victor Hugo.*

MAN MUST GO FORWARD

He who is silent is forgotten; he who abstains is taken at his word; he who does not advance falls back; he who stops is overwhelmed, distanced, crushed; he who ceases to grow greater becomes smaller; he who leaves off, gives up: the stationary condition is the beginning of the end.—*Amiel.*

THE DIGNITY OF WORK

My son, remember you have to work. Whether you handle pick or wheelbarrow or a set of books, digging ditches or editing a newspaper, ringing an auction bell or writing funny things, you must work. Don't be afraid of killing yourself by overworking on the sunny side of thirty. Men die sometimes, but it is because they quit at nine p.m. and don't go home until two a.m. It's the intervals that kill, my son. The work gives you appetite for your meals; it lends solidity to your slumber; it gives you a perfect appreciation of a holiday. There are young men who do not work; but the country is not proud of them. It does not even know their names; it only speaks of them as old So-and-So's boys. Nobody likes them; the great, busy world doesn't know they are here. So find out what you want to be and do. Take off your coat and make dust in the world. The busier you are, the less harm you are apt to get into, the sweeter will be your sleep, the brighter your holidays, and the better satisfied the whole world will be with you.—*Bob Burdette.*

TWELVE DIVISIONS OF A GOLDEN RULE

Twelve things to remember: 1, The value of time. 2, The success of perseverance. 3, The pleasure of working. 4, The dignity of simplicity. 5, The worth of character. 6, The power of kindness. 7, The influence of example. 8, The obligation of duty. 9, The wisdom of economy. 10, The virtue of patience. 11, The improvement of talent. 12, The joy of originating.—*Marshall Field.*

THE CONFIDENCE OF THE PUBLIC

Get the confidence of the public and you will have no difficulty in getting their patronage. Inspire your whole force with the right spirit of service; encourage every sign of the true spirit. So display and advertise wares that customers shall buy with understanding. Treat them as guests when they come and when they go, whether or not they buy. Give them all that can be given fairly, on the principle that to him that giveth shall be given. Remember always that the recollection of quality remains long after the price is forgotten. Then your business will prosper by natural process.—*H. Gordon Selfridge.*

SOUND ADVICE

The best way for a young man who is without friends or influence to begin is: First, to get a position; second, to keep his mouth shut; third, observe; fourth, be faithful; fifth, make his employer think he would be lost in a fog without him; sixth, be polite.—*Russell Sage.*

HUMOUR IN ADVERTISEMENTS

There is no place where humour counts for more in a commercial way than in advertising. If you can only land your shot under a man's funny bone, you have done the deadly work and can interest him in whatever you have to offer. The necessity of saying things tersely and compactly, as the advertising writer must always say them, is a cardinal point in the training of the humorist, and for this reason I believe that the writing of advertisements is one of the best courses of instruction through which the man ambitious to shine as a professional humorist can pass.—*George Ade.*

GIVE THE HORSE ITS HEAD

Every year I live I am more convinced that the waste of life lies in the love we have not given, the powers we have not used, the selfish prudence that will risk nothing, and which, shirking pain, misses happiness as well. No one ever yet was the poorer in the long run for having once in a lifetime "let out all the length of all the reins."—*Mary Cholmondeley.*

THE LAW AND THE PROPHETS

"Therefore, all things whatsoever ye would that men should do to you, do ye even so to them; for this is the law and the prophets."—Holy Writ: Matthew, chapter 7, verse 12.

Fur Trade Causerie

FUR TRADE COMMISSIONER'S OFFICE

Since our last issue, three more winter radio broadcasts have been made by the Fur Trade Department over CKY, Winnipeg, to the Company's men in the North and other friends in the Dominion. The concert programme of the broadcast of December 4 was rendered by the Winnipeg Madrigal Singers, and Miss Ena Foley, Mr. Stanley Hoban and Mr. R. Linton Kent as soloists and duettists. The Fur Trade Commissioner, in a brief talk, sent his greetings to all the Company's friends in the North. The broadcast of January 6 was given by a double quartette from the Westminster Church choir, with Mr. Herbert J. Saddler at the organ, and Miss Helen Tennant, Miss Ruth Matheson and Mr. Ernest G. Burrows as soloists and duettists. Knox Church choir, conducted by Mr. W. Davidson Thomson, was responsible for the final concert broadcast of the season on February 3. Miss May Lawson, Mr. Arthur Diehl and Mr. Davidson Thomson were soloists. The broadcasts were in charge of Mr. Robert Watson, editor of *The Beaver*.

The Fur Trade Commissioner visited Toronto, Ottawa, Montreal, Charlottetown and North Bay during December and the first part of January. During the latter part of January, he visited Edmonton and then proceeded to Fort St. James, from which point he travelled by aeroplane to McLeod's Lake, Fort Grahame, Whitewater, Tacla, Fort Babine, and Hazelton. He was accompanied on this trip by W. Ware, British Columbia district manager. After visiting Kitwanga, the Fur Trade Commissioner called at Vancouver and Seattle, then returned to Winnipeg via Edmonton, Saskatoon and Regina.

Among our visitors at the office during the past quarter were Bishop Turquetil and Bishop Breynat, of the Roman Catholic missions, and Bishop Geddes and Archdeacon Fleming, of the Anglican missions.

A. Copeland, of the Ungava district, who came out last summer to undergo an operation, left Winnipeg in November to spend the winter in the Old Country.

P. Carey, cashier of the Fur Trade Commissioner's office, has been transferred to the Winnipeg fur purchasing agency as assistant to Mr. Mehmel. His duties as cashier in the Fur Trade Commissioner's office have been taken over by George Heaton.

Norman Wilding, accountant of the Nelson River district, is at present temporarily attached to the Vancouver fur purchasing agency.

S. Hopfenkopf, of the London warehouse, who was visiting us during the Fur Trade conference, left for England at the end of November, visiting at Toronto and New York en route.

H. P. Warne visited the fur purchasing agencies at Toronto, Montreal, The Pas, Edmonton, Prince Albert, Saskatoon and Regina during the past three months.

BRITISH COLUMBIA DISTRICT

W. E. Brown arrived on 4th November and left on the 12th for an inspection trip to the posts of this district. He arrived at Liard by aeroplane on 5th February, and will inspect the Cassiar posts, returning to Vancouver in March.

We are pleased to report that P. Patmore, supercargo, who unfortunately was laid up with an attack of appendicitis for two weeks, has been able to return to his duties.

Mrs. Nelson had to go out from Babine in January for medical attention, but we are glad to learn she has been able to return to the post.

During the last quarter we have had the pleasure of meeting at the office Archbishop Stringer of Rupert's Land, Bishop Sovereign of the Yukon, and Mr. John A. Fraser, M.P.

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MACKENZIE RIVER AND ATHABASCA DISTRICTS

During January and February, Chief Factor J. Bartleman visited Hudson's Hope, Fort St. John, Sturgeon Lake, Whitefish Lake and Grouard posts, and earlier in the winter visited Fort McMurray post.

At Fort St. John a fair sized town is coming into being two miles from the present site of our fur trading post, and the surrounding country is quickly being taken up by homesteaders, over seven hundred having located in 1931.

Inspector Melven has spent the winter visiting posts in the Fort Vermilion and Grouard section.

A. W. Boland, of Great Bear Lake, made a hurried trip out to Edmonton by plane in January and was operated on for appendicitis at the Royal Alexandra Hospital. He is recovering nicely.

In November Apprentice James Brodie was transferred from Fort Vermilion to Little Red River post, both in the Athabasca district.

Appren ice J. R. Pullman arrived in Edmonton in February, having travelled from Fort Fitzgerald to Fort McMurray by plane. He came in to Edmonton for dental treatment.

We were pleased to have a visit from Dr. Rennison, newly appointed bishop of the diocese of Athabasca, who, previous to coming to the West, was stationed at Moose Factory.

A government radio station is being established at Hunter Bay on Great Bear Lake on March 1.

We were pleased to have a visit from Bishop Breynat in January while on his way east.

It is with the deepest regret we announce the death of Mrs. Fred McLeod at Fort Providence on January 3. Our sincere sympathy is extended to Mr. McLeod and his family in their bereavement.

Although several posts in the North intimate having picked up the Winnipeg monthly broadcast on several occasions, we find it very difficult in Edmonton to pick up Winnipeg on account of interference from other stations. Several posts intimate having picked up the Governor's address very clearly.

A raging fire occurred at Peace River town on Saturday, 30th January, when several buildings were entirely destroyed, including one occupied by Trainor's hardware, which belonged to the Hudson's Bay Company.

MACKENZIE RIVER TRANSPORT

Colonel H. G. Reid, manager, who is stationed at Winnipeg during the winter, visited Ottawa and Toronto during November and interviewed the various government departments, mining companies, *et cetera*, interested in the areas covered by our service.

H. N. Petty, general agent, spent Christmas at Waterways, renewing friendships.

Chief Engineer John Sutherland of S.S. *Northland Echo*, who is in charge at Peace River for the winter, visited the office en route to and from Vancouver.

Captain E. B. Haight, who joined the Company in 1882, has been notified by the Canadian Committee that he will receive a pension at the close of the outfit. Captain Haight is the oldest employee of the Company in Edmonton. Pilot Alex Linklater, who joined the service in the early nineties, has also received a pension from the Company. It is hoped both these employees will long be spared to enjoy the fruits of their labours.

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WESTERN ARCTIC DISTRICT

Captain Pedersen was a recent visitor at this office, as were also Bishop Breynat and J. Brockie.

H. R. Henricksen, who has spent the greater part of the winter in Winnipeg, returned early in the new year to Vancouver to take up residence there.

F. R. Ross is enjoying his furlough in Edmonton.

An interesting romance had its climax recently in the marriage of E. J. Gall, Vancouver. Mr. Gall met his wife on the ship which brought the *Baychimo* crew and passengers from Nome to Seattle.

Two Western Canada Airways planes visited Coppermine in late January for the purpose of bringing out furs left over from last summer. They had previously attempted to reach there in December, but reported too much open water on Great Bear lake.

Hudson's Bay Company employees and others in the Western Arctic will learn with deep regret of the death, during the discharge of his duties, of Constable E. Millen, R.C.M.P., who has been most popular throughout the district for the past ten years.

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SASKATCHEWAN DISTRICT

Factor A. B. Cumming, district manager, left on January 9 on a tour of inspection, visiting Green Lake, Ile a la Crosse, Pine River, Souris River, Clear Lake, Buffalo River, Portage la Loche and Le Goff posts before returning to Winnipeg late in March.

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KEEWATIN DISTRICT

The district manager made inspections of Wabowden, Gillam, Split Lake and Cross Lake posts in December, and at the present time is in the northern section of the district making inspections of Pukatawagan, Nelson House, Norway House, Oxford House, God's Lake, Island Lake, Beren's River, Little Grand Rapids and Deer Lake posts.

A. McKinley, manager of the Split Lake post, has been transferred to the charge of Rossville outpost at Norway House. Mr. McKinley has been succeeded at Split Lake by S. E. Blaxell, manager of Rossville outpost.

Considerable mining activity has been reported from the Island Lake section, a large number of prospectors having been active during the winter.

Miss I. Barker, of the Hudson's Bay Company Overseas Settlement Limited, has been transferred to Keewatin district.

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SUPERIOR-HURON DISTRICT

Early in January it was necessary for S. R. Thorpe to go to Cleveland, Ohio, to undergo an operation. We are pleased to say he is progressing favourably.

William Gregory has returned to his post at Red Lake, after having received medical treatment at Sioux Lookout and Island Falls.

J. P. Chouinard, who was formerly at La Sarre, has been transferred to take charge of Missanabie post.

A. Riach, late of the Mackenzie River district, has been appointed assistant at Osnaburgh post.

H. M. Ross was transferred from Long Legged outpost to Minaki post as assistant.

Inspector M. Cowan recently inspected Dinorwic, Sioux Lookout, Hudson, Minaki, Grassy Narrows and Lac Seul posts.

Visitors at district office during the last quarter included Mrs. A. Hughes from Lac Seul, Mrs. W. R. Cargill from Sioux Lookout, and J. R. Patience from Grassy Narrows.

Factor S. J. C. Cumming visited Dinorwic, Nipigon, Montizambert, Missanabie, Gogama, Peterbell, Long Lake, Allenwater and Sioux Lookout in December.

Weather conditions throughout the district this season have been abnormal and travelling in the bush has been unsatisfactory. Up to the end of January, Lake Nipigon had not frozen over sufficiently to render travelling safe.

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UNGAVA DISTRICT

L. G. Maver, of James Bay district, and J. L. Ford, of Nelson River district, left in January for Scotland and Ireland respectively on holiday.

Apprentice W. S. Carson has been transferred to Obijuan post, St. Maurice district.

Constable Beaulieu, of the R. C. M. Police, Lake Harbour, who returned from the North by the C.G.S. *N. B. McLean* in October for medical attention, is now convalescing. He paid us a visit in December.

Radio broadcasts are being transmitted to the North on Tuesday and Thursday of each week by station CKAC of the Montreal newspaper, *La Presse*. Raymond Gravel, of Revillon Freres Trading Company Limited, acted as announcer at several of the broadcasts.

While in Montreal, Archdeacon Fleming, of Toronto, called at the district office. He was the speaker at the annual Arctic night of the Young Men's Canadian Club, of Montreal.

The northern portion of the Province of Quebec has been created a game reserve for the benefit of Indians and Eskimos exclusively.

* * * * *

ST. LAWRENCE AND ST. MAURICE DISTRICTS

The following were visitors to this office during the last quarter: The Fur Trade Commissioner and Mr. P. A. Chester, general manager; Messrs. C. G. Dunn, Garon Pratte, F. C. Gaudet and W. E. Swaffield.

J. L. Jandron has inspected Pointe Bleue, Weymontachingue, Oskelaneo, Senneterre and La Sarre posts.

W. C. Newbury returned from the lower gulf just before Christmas, and is now inspecting Bersimis and Seven Islands posts.

Six additional pairs of silver foxes were shipped to Mingan Farm in December from Prince Edward Island.

The district manager visited Seven Islands and Havre St. Pierre posts in January by the S.S. *Sable I*. Owing to the very mild weather, this vessel made her last voyage from Quebec encountering very little ice.

The following staff changes are recorded: Apprentice T. D. Lindley transferred from Havre St. Pierre to district office; Apprentice W. S. Carson, of Ungava district, temporarily transferred to Obijuan; Apprentice J. A. Burgesse from Oskelaneo to Seven Islands.

* * * * *

LABRADOR DISTRICT

The M.S. *Fort Garry* and *Fort James* have been lying up for the winter at Bay Roberts.

For three weeks we had a longshoremen's strike here.

Preparations are now being made by Bowring Brothers Limited and Job Brothers & Company Limited for the annual sealing voyage. Bowring Brothers Limited are sending out four ships, Job Brothers & Company Limited two ships, the *Beothic* and *Neptune*. These two ships will take a combined crew of approximately 350 men.

Communication has been established this season between our Northwest River post and Brigus, Newfoundland, through the means of amateur radio operated by Mr. Watts at the former place and Mr. Jerrett at the latter, both working in conjunction with the postal telegraphs department of the Newfoundland government.

Battle Harbour reports a severe winter on Southern Labrador, the ocean being covered with slob ice as far as the eye can see. In Newfoundland we have experienced some unusually hard frost this winter, the thermometer registering as low as forty-five degrees below zero at Grand Falls, an inland town, while at St. John's the thermometer registered eight degrees below zero, which is unusual.

A. Macpherson left here on December 4 by the S.S. *Nova Scotia* for Liverpool, en route to his home in Scotland. Mr. Macpherson has been in ill health for some time, and it was thought advisable for him to take an extended holiday.

JAMES BAY DISTRICT

Andrew Moar of Rupert's House—Andrew Moar, a link with old times, has at last retired on pension. Andrew is somewhat weak on dates, but he has been at Rupert's House all his life, with the exception of four years at Eastmain. He has served the Company as labourer, dog driver, cattle keeper and interpreter.

Andrew has been a faithful servant. In the memory of the present manager, he has never been a day off work for hunting or any other reason. He is a great favourite with the inland Indians, and when they came down in the summer he was always in requisition.

Andrew is the third generation of Moars who have spent their lifetime in the Company's service. His father, Peter Moar, was steward here when the post was still surrounded by a pallisade, and it was Peter's regular duty to lock the post gates every night at a certain hour.

Like others in the service, Andrew has had his share of adventures. On one occasion, coming from Eastmain by dog team on bad ice, the team broke through and his partner was drowned.

Rupert's House has been long famous for its fine cattle, some of them reaching enormous size. Andrew's duties for many years have been principally looking after the cattle, the last of which were killed this fall. So Andrew's retirement and pension coincided with the passing of the cattle herd, another epoch in the Company's long history at this post.

—

Since the last issue of *The Beaver*, the name of the railway terminus has been change from Moose Harbour to Moosonee. Moosonee is the original Indian name, and when Mr. Geo. W. Lee, chairman of the Temiskaming and Northern Ontario Railway, accompanied by Premier Henry, visited the post last autumn, it was suggested to them that it would be a pity to allow the original Indian name to be buried beneath the more modern "Moose Harbour," which name was first given to the new townsite to distinguish it from Moose Factory, the Company's establishment.

It is understood that Moosonee will soon have a station and terminus facilities, and, in all probability, a bungalow hotel.

December 22 saw the arrival at Moosonee of the first regular train operated by the Temiskaming and Northern Ontario Railway. Some hours before its arrival, the greater part of the native population was gathered at the terminus to witness this novel sight.

On January 22, Mr. H. F. McLean, president of the McLean Construction Company, visited Moose Factory by 'plane. He was accompanied by Mr. Warren, of the staff of the Power Dam at the Abitibi Canyon.

F. R. Bedford, of the district office staff, recently returned from a short visit to North Bay.

R. B. Carson, assistant at Attawapiskat, spent a few days at Moose Factory and left for Toronto on January 9, where he has proceeded for medical treatment.

W. A. Watt, post manager at Albany, returned to his post a few days ago after having paid a short visit to Moose Factory.

Obituary

W. J. MELVILLE HARRISON

It is with much regret we report the death, by misadventure, of one of our promising young Fur Trade apprentices, W. J. Melville Harrison, at Trout Lake, District of Patricia, Northern Ontario, on 26th October last.

He had gone out on the lake in the morning in an eighteen-foot canoe with two halfbreeds. The day was calm and the water smooth, and no anxiety was felt when he did not return early. In the afternoon the post manager noticed what looked like a drift log out on the lake. He sent two Indians out to investigate, and it proved to be the upturned canoe. No trace of the three young men could be found, and although all available men were put on search, no trace has since been found.

The sincere sympathy of all in the Hudson's Bay Company Fur Trade service is extended to Mr. Harrison's relatives, who are resident at Prospect House, Goxhill, Lincolnshire, England.

W. J. Melville Harrison joined the service on 20th June, 1930. He was a most promising young fur trader, a general favourite with all who knew him, and one marked for early promotion in the service.

* * * * *

JASON ALLARD

Jason Allard, an old-timer of Fort Langley, British Columbia, died at New Westminster on 17th December, 1931, in his eighty-fourth year. Mr. Allard was born inside the stockaded Fort Langley in 1848 and lived through practically every phase of British Columbia's history—the time of the vigorous fur traders, the building of the Cariboo road and the Cariboo gold rush, then Confederation and modern development. His life ran like a thread through these periods. When he was a boy at Fort Langley, James Murray Yale was in command, his father was in the service of the Hudson's Bay Company, and the sites of Vancouver and New Westminster were forest land. He witnessed the arrival of the first Chinese, who came with other argonauts from California. He was in the Company's service himself for a time at Fort Sheppard, Fort Colville and Wild Horse Creek. He was at Nanaimo in the early days of gold mining there. As a lad he knew Chief Justice Begbie, and on occasion acted as interpreter for him.

* * * * *

WILLIAM CHARLES MCKAY

William Charles McKay, an old-timer in the West, died at Prince Albert on January 4, from an attack of pneumonia. Mr. McKay was seventy-three years of age. He was born in St. Andrew's Parish, near Winnipeg, in 1858. In his early years, he did transport work for the Hudson's Bay Company and later engaged in farming.

He was proficient in several Indian languages, and is said to have been able to converse in twelve different Indian dialects. In 1920, at the historical pageant held at Lower Fort Garry in celebration of the Hudson's Bay Company two hundred and fiftieth anniversary, Mr. McKay acted as interpreter for Sir Robert M. Kindersley, who was then Governor of the Company and on a tour of the west.

William McKay was buried at St. Mary's cemetery, Prince Albert.

* * * * *

Thomas Scott

A number of Prince Albert old-timers have passed away lately. Word reaches us of the death of Thomas Scott on 6th December. He was eighty-one years of age and had lived in Prince Albert district since 1880.

Born in the Orkney Islands, he came to Canada in the service of the Hudson's Bay Company in 1870. He served at Norway House, Fort Simpson and elsewhere. Later he was one of the party that discovered the McDougall Pass to the Yukon.

* * * * *

Captain E. Falk

News reached us of the death of Captain Enoch Falk at St. John's, Newfoundland, on 2nd February, 1932, at the age of forty-eight years. Captain Falk became master of his first ship when twenty-one years of age. He learned his trade on an old square-rigged windjammer. He was a Norwegian by birth and went to Newfoundland on the *Margaret Murray* in 1901, whence he sailed on the Brazilian trade for Job Brothers.

He saw war service, and afterwards sailed Hudson's Bay Company ships for three years, being captain of the *Lady Kindersley* in 1923 when that vessel was caught in the polar pack and lost. Since 1926 Captain Falk had been master of the ship *Boethic* under Dominion Government charter.

* * * * *

Francis C. Rawlins

Francis Champion Rawlins, aged fifty-three, died 15th January, 1932, at London, England. Mr. Rawlins was in the Company's service from 1912 to 1919—Fur Trade department 1912-14, occupied in liaison work between the Winnipeg Depot and the Fur Trade posts.

At the outbreak of the Great War in 1914, he was appointed to the Company's New York export agency, and took charge of the inspection of goods shipped to France under the Company's purchasing contract with the French government. After the war, owing to the re-organization of the Fur Trade department, Mr. Rawlins left the service and went to Shanghai in the interests of Lambourne & Co., the American sugar brokers. Eventually he went into the service of the Shanghai Power Company, and retired on account of declining health in 1931.

Mr. Rawlins leaves a widow, one daughter (born in Winnipeg) and son (born at Staten Island), to whom our deepest sympathy is extended.

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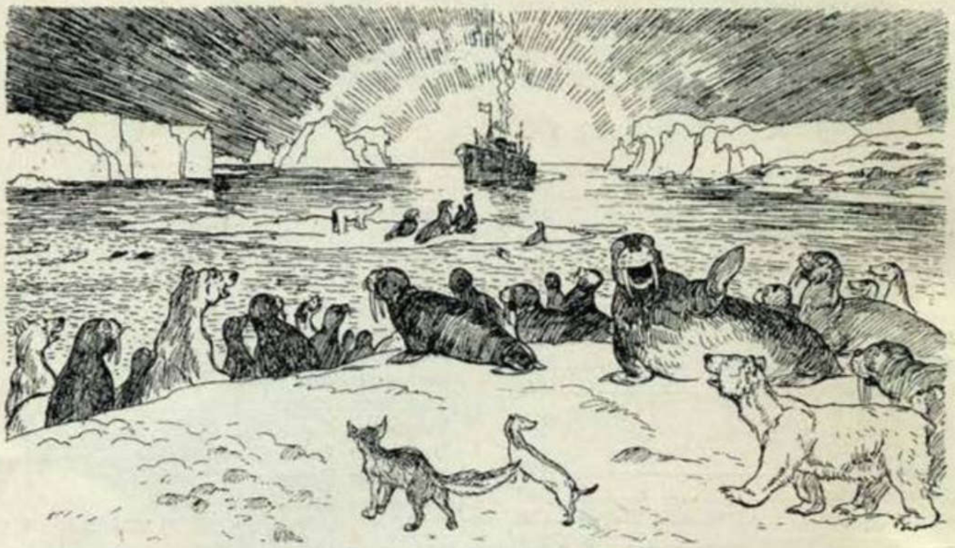
TO THE ARCTIC

A Summer Trip Through Canada's Northwestern Waterways in Thirty-five Days



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It is probable that in the near future pleasure trips to the Arctic regions will become popular.
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Passenger schedule (subject to change)—Leave Edmonton June, July and August. (The trip in July may be as far as Fort Norman only.)

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For those who cannot spare the time to make the trip to Aklavik, the following shorter trips can be made:

1. From Waterways, Alberta, to Fort Smith, N.W.T. Round trip, 606 miles. Time required, seven days.
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MANAGER MACKENZIE RIVER TRANSPORT
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Hudson's Bay Company.

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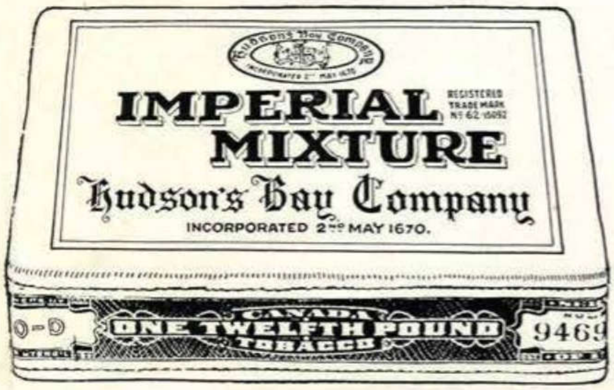
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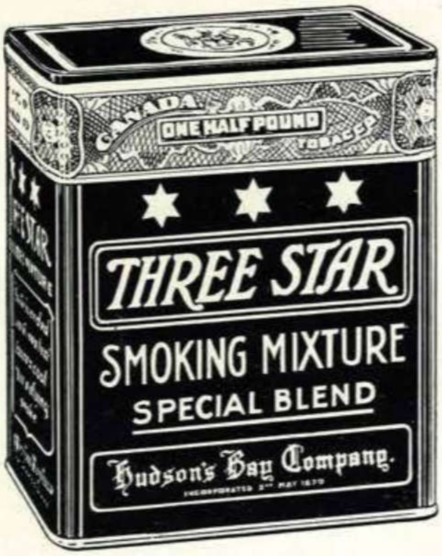
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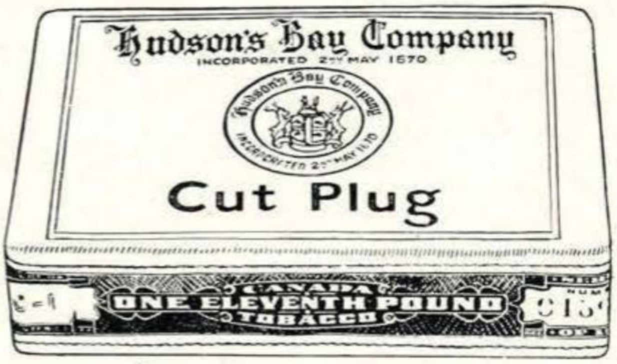
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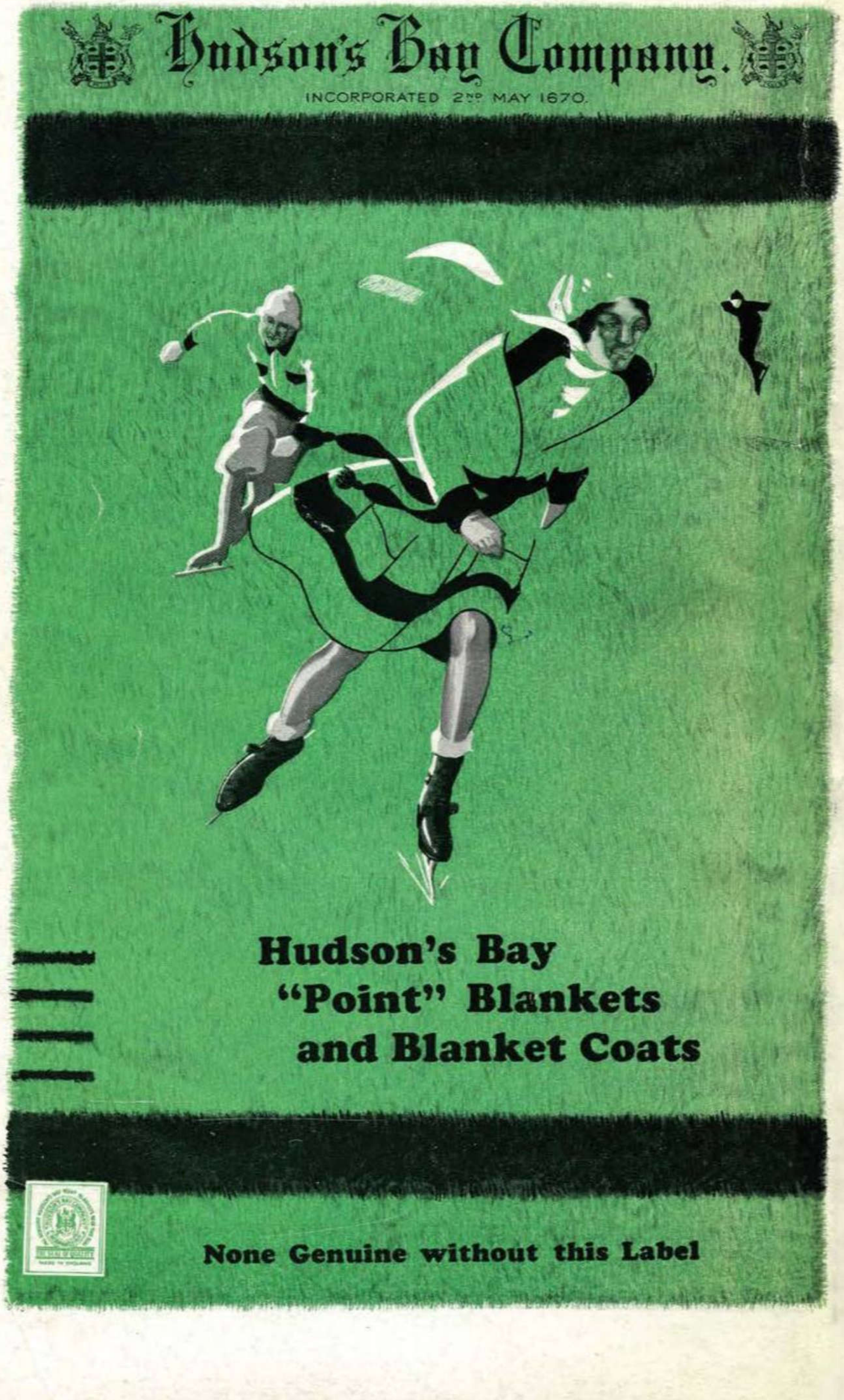

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